

GalvinPreservationAssociates



# **City of San Diego Old Town San Diego Community Plan Area Historic Resources Reconnaissance Survey Historic Context & Survey Report**

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## Executive Summary

This report presents the results of a historic resources survey of the Old Town San Diego Community Plan Area. In September 2009, the City of San Diego retained Galvin Preservation Associates Inc. (GPA) to complete this survey as part of its community plan update process. GPA conducted a reconnaissance-level survey of the community plan area, focusing on built resources constructed prior to 1970. Surveyors identified properties that appeared eligible for individual designation, as well as geographically definable areas that appeared eligible for designation as historic districts. All identified properties were evaluated using the City of San Diego's local designation criteria and documented in a Microsoft Access database provided by the City. All properties were assigned a corresponding California Historic Resource Status Code. In total, 143 properties were surveyed resulting in the identification of one potential historic district, one potential conservation area, and 23 potential individual resources.

In conjunction with the survey, GPA prepared a historic context statement for the Old Town San Diego Community Plan Area. The historic context statement describes the broad patterns of development in the area, organized by period and then theme. It also identifies associated property types and registration requirements to aid in the City's ongoing efforts to identify historic resources in the community plan area. The potential archaeological resources are addressed in a separate archaeological report.

The survey was conducted by GPA on behalf of and under the guidance of the City of San Diego Development Services Department. The project was managed by Kelley Stanco, Senior Planner, and Cathy Winterrowd, Principal Planner, with the City of San Diego. The GPA project team consisted of professionals that meet the Secretary of Interior's Professional Qualifications for Historic Preservation, including Teresa Grimes, Principal Architectural Historian; and Nicole Collum, Jennifer Krintz, and Elysha Dory, Architectural Historian IIs.



## Project Overview

### Introduction

In March 2008, the San Diego City Council unanimously approved a comprehensive update to the City's General Plan. The plan sets out a long-range vision and policy framework for how the City should plan for projected growth and development, provide public services, and maintain the qualities that define San Diego over the next 20 to 30 years. It represents a shift in focus from how to develop vacant land to how to design infill development and reinvest in existing communities.

The General Plan also calls for the update of the City's various community plans. As a policy document, community plans provide goals and objectives for the development of communities and designate where specific land uses should go and are then further implemented by citywide and localized zoning programs. One of the goals of the update process will be to revise the Old Town San Diego Community Plan to reflect current conditions and the long-term vision for the community, as well as align a number of existing plan elements with community plan update guidelines and elements of the recently approved General Plan. As a first step to updating the Old Town San Diego Community Plan, the City commissioned the preparation of a reconnaissance survey of the area to identify potential historic resources constructed prior to 1970.

The term historic resource refers to properties that are listed or eligible for listing as landmarks at the national, state, or local levels. Properties can be listed individually or as part of a historic district. National, state, and local landmark designation programs have criteria for evaluating the significance of a property. Properties can be historically, culturally, architecturally, and archaeologically significant. Historic resource surveys usually address properties that are part of the built environment. Properties that may contain the material remains of past human life or activities below the ground are usually addressed in archaeological studies, although they are also historic resources.

### Public Participation

Throughout the community plan update process, the City engaged the public by conducting workshops and meetings. A Community Plan Update Advisory Committee (CPUAC) was formed. The function of the CPUAC is to facilitate community involvement and represent the interests of the residents and other stakeholder groups. Following is a summary of outreach efforts related to this project:

- On February 15, 2011, GPA presented the Draft Historic Context Statement for the Old Town San Diego Community Plan Area at a CPUAC meeting. GPA and the City staff also provided an introduction to the known historic resources in the area and described how the survey fit into the larger community plan update process. During the meeting,



the public was invited to comment on the significant themes related to the development of the community and on the location of significant historic resources.

- On August 30, 2011, GPA presented a revised Draft Historic Context Statement for the Old Town San Diego Community Plan Area at a community workshop. The revised draft incorporated feedback on the previous draft from both the City staff and the public. The public was invited to comment.
- On September 27, 2011, GPA attended a community plan update land use and urban design charrette. The charrette was organized into modules dealing with issues such as circulation improvements, parking, parks, open space, and historic resources. GPA presented draft survey findings and related maps.

## Survey Area

The Old Town San Diego Community Plan Area contains approximately 230 acres and is bounded on the north by Interstate 8 and Mission Valley, on the west by Interstate 5, and on the south and east by the Mission Hills/Uptown hillsides. Old Town San Diego consists of single- and multi-family uses, office uses, and an abundant variety of tourist-oriented commercial uses. A sizeable portion of the area consists of parkland, including Old Town San Diego State Historic Park, Presidio Park, Heritage Park, and numerous public parking facilities. There are 37 designated historic resources in the plan area, including one historic district. Other existing public landholdings include the Caltrans District 11 administrative and operational facility on Taylor Street. Old Town San Diego is also the location of a major rail transit station, primarily accommodating light rail service throughout the region.

The Old Town San Diego Historic Resource Reconnaissance Survey included the completion of a historic context statement, identification of known and potential historic resources, and preparation of a survey report. Resources within the Old Town San Diego State Historic Park and Presidio Park were not surveyed, as they have already been evaluated and designated. The purpose of the historic context statement was to provide a description of the broad patterns of development within the plan area, identify the historical themes significant to the development of the community, and describe the property types that convey those themes in a significant way. In keeping with the history of San Diego that is provided in the General Plan as Appendix E, HP-1, the historic context statement is organized by period and then theme, when appropriate. The property types that reflect those periods and themes were identified during the reconnaissance survey of the area. All parcels containing structures built before 1970 were surveyed. The project team recorded basic information on these buildings and documented the information in the City's Microsoft Access database. The City will use this database to generate State Inventory Forms (DPR 523 A). Evaluation codes were assigned based upon the eligibility requirements and integrity thresholds developed in the historic context statement. It is important to note that in Old Town San Diego many properties have been used for centuries and may have gained significance during more than one period in history.

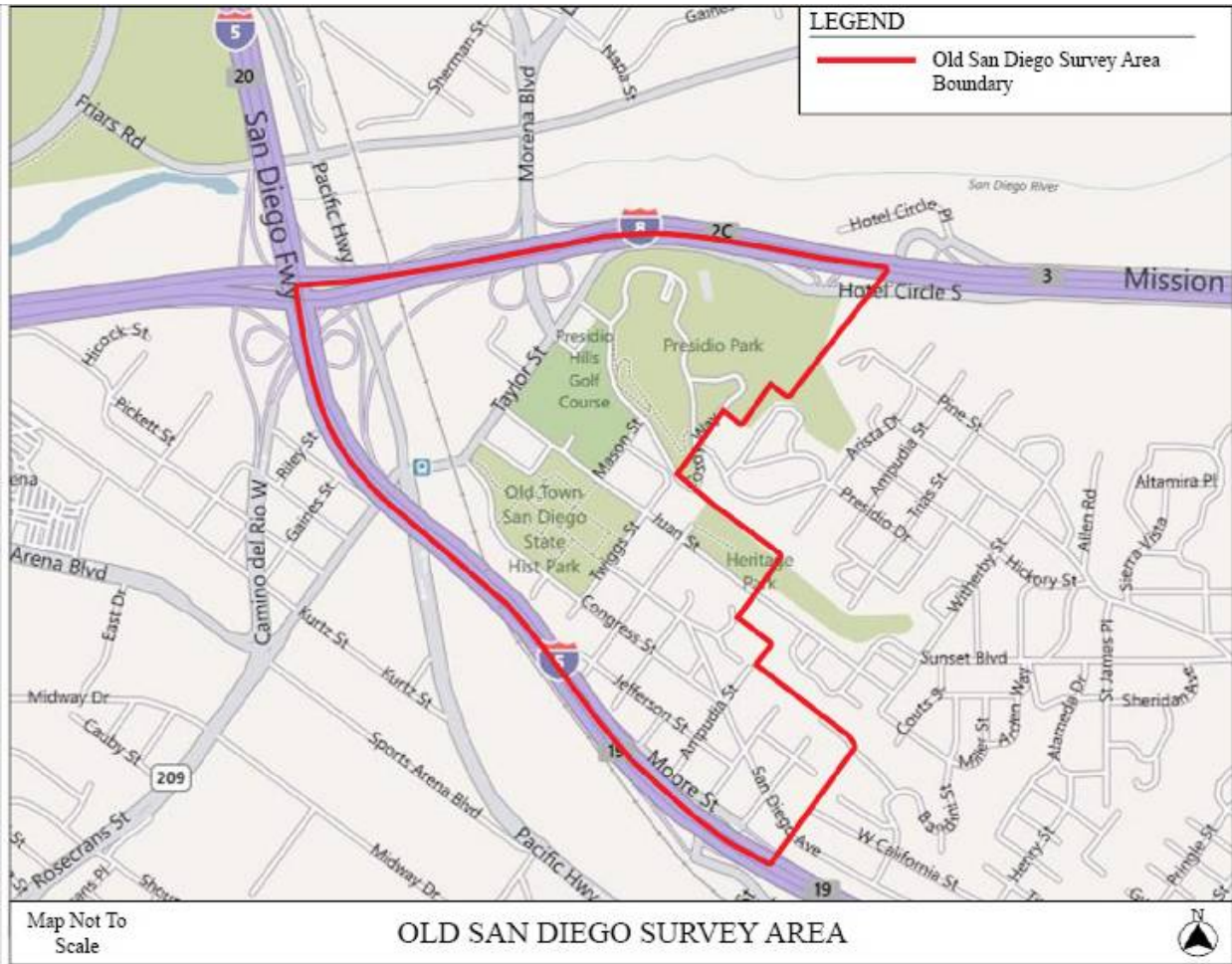


Figure 1: Map of survey area. Source: Bing Maps and Galvin Preservation Associates.





## Methods

### Introduction

The historic context statement and reconnaissance survey were developed in accordance with the *Secretary of Interior's Standards and Guidelines for Historic Preservation* and *National Register Bulletin No. 24, Guidelines for Local Survey: A Basis for Preservation Planning* and The City of San Diego's *Historic Resource Survey Guidelines*.

A historic context statement is a technical document that consists of specific sections recommended by the Secretary of the Interior in *National Register Bulletin No. 24: Guidelines for Local Surveys*. The bulletin defines a historic context as a body of information about historic properties organized by theme, place, and time. Historic context is linked with tangible historic resources through the concept of property type. A property type is a group of individual properties based on shared physical or associative characteristics. A historic context statement provides a framework for determining the relative significance of properties and evaluating their eligibility for landmark designation.

There are two types of historic resource surveys: reconnaissance and intensive. A reconnaissance survey includes a "once over" inspection of a community or neighborhood. Reconnaissance surveys are used to form the basis for more intensive, detailed survey efforts. During a reconnaissance survey, descriptive information about buildings, structures, and objects are collected and analyzed primarily through architecture and dates of construction.<sup>1</sup> Property specific research is not conducted and evaluations are considered preliminary.

### Project Approach

The approach employed to complete this project included the following:

1. Meeting with the City Staff. The project team met with the City staff to identify the specific needs of the survey and to gather information on previous studies and known historic resources. The project manager clarified the goals for the City and reviewed the project scope and schedule.
2. Existing Information. The project team collected and reviewed existing information on the area including:
  - Local, state, and national landmark application forms
  - Old Town San Diego Community Plan
  - San Diego History, San Diego General Plan

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<sup>1</sup> *Historic Resource Survey Guidelines*, City of San Diego, City Planning and Community Investment Division, July 2008, p. 1.



3. Contextual Research. The project team identified information gaps and conducted additional contextual research. Archival research was conducted at the San Diego Historical Society (historic photographs, historical documents, and newspaper articles), San Diego Public Library (Historical *San Diego Tribune* newspaper database, San Diego city directories and newspaper clippings) and the Los Angeles Public Central Library (ProQuest Historical *Los Angeles Times* database and Sanborn maps). This information was used as a foundation for developing the historic contexts for the plan area.
4. Outline and Bibliography. The existing information and contextual research was used to develop the outlines and bibliographies for the historic context statement. The historic maps were used to identify the development patterns and determine the approximate build dates for the individual buildings. The general reference material was used to identify the significant themes and property types. The outline and bibliography were submitted to the City staff for comments and were revised accordingly.
5. Historic Context Statement. A historic context statement was developed for the plan area. The historic context establishes the significant themes and property types that reflect those themes. Eligibility requirements and integrity thresholds were developed based upon the reconnaissance survey using local designation criteria. In keeping with the history of San Diego that is provided in the General Plan as Appendix E, HP-1, the historic context statement is organized by period: Pre-Contact, Spanish, Mexican, and American. But as the resources associated with the first three periods are either gone, addressed by a separate historic context statement for archeological resources, or already designated, themes were only developed for the American period. The context statement was submitted to the City staff for comments and was revised accordingly.
6. Reconnaissance Survey. The project team conducted a reconnaissance level survey of all properties constructed prior to 1970 in the plan area. The project team digitally photographed each property that appeared to have been constructed prior to 1970 and took field notes on the materials, condition, alterations, and integrity of each property.
7. Database. The City provided GPA with a Microsoft Access database that included a record for all parcels included in the Community Plan Area. Using the database, the project team assigned California Historic Resource Status Codes to each property constructed prior to 1970. GPA also completed fields involving the descriptive and physical attributes of each property, and attached photographs to the records. The City will use the information entered in the database to generate State Inventory Forms (DPR 523 A).
8. Final Report. All survey results were analyzed and synthesized into this final report, including the historic context statement and reconnaissance survey data.





## Criteria for Evaluating Properties

GPA worked with the City to identify buildings within the plan area that have the potential to meet federal, state, or local landmark criteria. The project team evaluated the buildings within their identified historic contexts to determine if they might be potentially eligible historic resources. Primarily, this project focused on City criteria to determine potential eligibility; however, surveyors also considered the National Register and California Register criteria in their evaluations. The following is a discussion of each set of the evaluation criteria.

### National Register of Historic Places

The National Register is "an authoritative guide to be used by federal, state, and local governments, private groups and citizens to identify the nation's cultural resources and to indicate what properties should be considered for protection from destruction or impairment."<sup>2</sup>

#### *Criteria*

To be eligible for listing in the National Register, a property must be at least 50 years of age and possess significance in American history and culture, architecture, or archaeology. A property of potential significance must meet one or more of four established criteria:<sup>3</sup>

- A. Associated with events that have made a significant contribution to the broad patterns of our history; or
- B. Associated with the lives of persons significant in our past; or
- C. Embody the distinctive characteristics of a type, period, or method of construction or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction; or
- D. Yield, or may be likely to yield, information important in prehistory or history.

#### *Physical Integrity*

Integrity is the ability of a property to convey its significance. To be listed in the National Register, a property must not only be shown to be significant under the criteria, but it also must have integrity. The evaluation of integrity is grounded in an understanding of a property's physical features and how they relate to its significance. The California Office of Historic Preservation and the City of San Diego utilizes the same aspects of integrity as the National Register.

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<sup>2</sup> Title 36 Code of Federal Regulations Part 60.2.

<sup>3</sup> Title 36 Code of Federal Regulations Part 60.4.



Historic properties either retain integrity (this is, convey their significance) or they do not. Within the concept of integrity, the National Register criteria recognize seven aspects or qualities that, in various combinations, define integrity. These seven aspects include location, setting, design, materials, workmanship, feeling and association. To retain historic integrity a property will always possess several, and usually most, of the aspects. The retention of specific aspects of integrity is paramount for a property to convey its significance. Determining which of these aspects are most important to a particular property requires knowing why, where, and when the property is significant. The seven aspects of integrity are defined as follows:

- Location is the place where the historic property was constructed or the place where the historic event occurred.
- Design is the combination of elements that create the form, plan, space, structure, and style of a property.
- Setting is the physical environment of a historic property.
- Materials are the physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property.
- Workmanship is the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory.
- Feeling is a property's expression of the aesthetic or historic sense of a particular period of time.
- Association is the direct link between an important historic event or person and a historic property.

## **California Register of Historical Resources**

In 1992, Governor Wilson signed Assembly Bill 2881 into law establishing the California Register. The California Register is an authoritative guide used by state and local agencies, private groups and citizens to identify historic resources and to indicate what properties are to be protected, to the extent prudent and feasible, from substantial adverse impacts.

The California Register consists of properties that are listed automatically as well as those that must be nominated through an application and public hearing process.<sup>4</sup> The California Register automatically includes the following:

- California properties listed in the National Register and those formally Determined Eligible for the National Register;
- California Registered Historical Landmarks from No. 0770 onward; and

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<sup>4</sup> Public Resources Code Section 5024.1.



- Those California Points of Historical Interest that have been evaluated by the Office of Historic Preservation (OHP) and have been recommended to the State Historical Resources Commission for inclusion on the California Register.

The criteria for eligibility of listing in the California Register are based upon National Register criteria, but are identified as 1-4 instead of A-D. To be eligible for listing in the California Register, a property must be at least 50 years of age and possess significance at the local, state, or national level, under one or more of the following four criteria:

1. It is associated with events that have made a significant contribution to the broad patterns of local or regional history, or the cultural heritage of California or the United States; or
2. It is associated with the lives of persons important to local, California, or national history; or
3. It embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values; or
4. It has yielded, or has the potential to yield, information important in the prehistory or history of the local area, California, or the nation.

Historic resources eligible for listing in the California Register may include buildings, sites, structures, objects, and historic districts. Resources less than 50 years of age may be eligible if it can be demonstrated that sufficient time has passed to understand its historical importance. While the enabling legislation for the California Register is less rigorous with regard to the issue of integrity, there is the expectation that properties reflect their appearance during their period of significance.<sup>5</sup>

### **San Diego Register of Historic Resources**

The Historical Resources Guidelines of the City of San Diego's Land Development Manual identifies the criteria under which a resource may be historically designated. It states that any improvement, building, structure, sign, interior element and fixture, site, place, district, area, or object may be designated a historic resource by the City of San Diego Historical Resources Board if it meets one of the following designation criteria:

- A. Exemplifies or reflects special elements of the City's, a community's, or a neighborhood's, historical, archeological, cultural, social, economic, political, aesthetic, engineering, landscaping, or architectural development; or
- B. Identified with persons or events significant in local, state, or national history; or

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<sup>5</sup> Public Resources Code Section 4852.



- C. Embodies distinctive characteristics of a style, type, period, or method of construction or is a valuable example of the use of indigenous materials or craftsmanship; or
- D. Is representative of the notable work of a master builder, designer, architect, engineer, landscape architect, interior designer, artist, or craftsman; or
- E. Is listed or has been determined eligible by the National Park Service for listing in the National Register of Historic Places or is listed or has been determined eligible by the State Historic Preservation Office for listing in the California Register of Historical Resources; or
- F. Is a finite group of resources related to one another in a clearly distinguishable way or is a geographically definable area or neighborhood containing improvements which have a special character, historical interest or aesthetic value or which represent one or more architectural periods or styles in the history and development of the City.

In addition to meeting one or more of the above criteria, a property eligible for the City of San Diego Register must also retain sufficient integrity to convey its significance. Although the City's municipal code does use a 45-year threshold to review properties which may be adversely impacted by development, a property need not be 45 years of age to be eligible for listing on the City's register.

The City's historic preservation program provides for the designation of individually significant resources as well as historic districts. A historic district is defined by the City's municipal code as "a significant concentration, linkage, or continuity of sites, buildings, structures, or objects that are united historically, geographically, or aesthetically by plan or physical development and that have a special character, historical interest, cultural or aesthetic value, or that represent one or more architectural periods or styles in the history and development of the City."

### **California Historical Resource Status Codes**

As part of this survey effort, once the properties were evaluated for their historic significance they were each assigned a California Historical Resource Status Code. The California Historical Resource Status Codes are codes that were created by the Office of Historic Preservation (OHP) to classify historical resources in the state's inventory, which had been identified through a regulatory process or local government survey. The code system was initially created as National Register Status Codes in 1975 but has since been updated and changed in 2004 due to the ambiguity of the early coding system and changes in the needs of local governments' registration programs statewide to convey the significance of resources for purposes of the California Environmental Quality Act (CEQA). Implicit within the status codes is a hierarchy reflecting the level of identification, evaluation, and designation to which a property had been subjected.

The evaluation instructions and classification system proscribed by OHP in its *Instructions for Recording Historical Resources* provide a three-digit evaluation code for use in classifying



potential historic resources. The first digit indicates the general category of evaluation. The letter code indicates whether the resource is separately eligible (S), eligible as part of a district (D), or both (B). The third digit is a code that describes some of the circumstances or conditions of the evaluation. The following codes were used in this survey:

- 1S. Individual property listed in the National Register by the Keeper. Listed in the California Register.
- 1CS. Listed in the California Register as an individual property by the State Historic Resources Commission.
- 3CS. Appears eligible for the California Register as an individual property through survey evaluation.
- 4CM. Included on a master list of state-owned properties that appear eligible for National or California Register listing through survey evaluation.
- 5D3. Appears to be a contributor to a district that appears eligible for local listing or designation through survey evaluation.
- 5S1. Individual property that is listed or designated locally.
- 5S3. Appears to be individually eligible for local listing or designation through survey evaluation.
- 6Z. Found ineligible for the National Register, California Register, or local designation through survey evaluation.
- 7R. Identified in reconnaissance level survey; not evaluated.



## Historic Context Statement

### Introduction

The Old Town San Diego Community Plan Area encompasses approximately 230 acres of relatively flat land that is bounded on the north by Interstate 8 (I-8) and Mission Valley, on the west by Interstate 5 (I-5), and on south and east by the Mission Hills/Uptown hillsides. Old Town San Diego consists of single and multi-family uses (approximately 675 residents), office uses, and an abundant variety of tourist-oriented commercial uses (restaurant and drinking establishments, boutiques and specialty shops, jewelry stores, art stores and galleries, crafts shops, and museums). A sizeable portion of Old Town San Diego consists of dedicated parkland; including Old Town San Diego State Historic Park, Presidio Park (City), Heritage Park (County), and numerous public parking facilities. There are 37 designated historic resources in the Old Town San Diego Community Planning Area, including one historic district. Other existing public landholdings include the recently constructed Caltrans District 11 administrative and operational facility on Taylor Street. Old Town San Diego is also the location of a major rail transit station, primarily accommodating light rail service throughout the region.

As part of the Old Town San Diego Historic Resources Reconnaissance Survey, the following historic context statement was prepared. Historic context statements are intended to provide an analytical framework for identifying and evaluating resources by focusing on and concisely explaining what aspects of geography, history, and culture significantly shaped the physical development of a community or region's land use patterns and built environment over time; what important property types were associated with those developments; why they are important; and what characteristics they need to have to be considered an important representation of their type and context. The significant themes and property types identified in the context will assist City staff in identifying significant extant resources within the built environment. The pre-contact and early contact periods and associated archaeological and cultural resources are addressed separately in the archaeology study prepared for the community plan update.

The following context statement is organized in the same fashion as the historic context statement in the General Plan in that it is divided into periods based upon the government in power. The Spanish and Mexican Periods are included only as background as most of the properties associated with these periods are already identified and listed. The potential archaeological resources in the plan area are addressed in a separate archaeological study. The potential historic resources in the plan area date from the American Period. The themes that influenced the development of the plan area during the American Period are discussed, as are the associated property types that represent those themes.

### Spanish Period (1769-1821)<sup>6</sup>

In spite of Juan Cabrillo's earlier landfall on Point Loma in 1542, the Spanish colonization of

<sup>6</sup> This section was largely extracted from "Appendix E, HP-1 San Diego History" in the *City of San Diego General Plan*. Adopted March 10, 2008.





Alta California did not begin until 1769. Concerns over Russian and English interests in California motivated the Spanish government to send an expedition of soldiers, settlers, and missionaries to occupy and secure the northwestern borderlands of New Spain. This was to be accomplished through the establishment and cooperative inter-relationship of three institutions: the presidio, mission, and pueblo. In 1769 a land expedition led by Gaspar de Portola reached San Diego Bay, where they met those who had survived the trip by sea on the *San Antonio* and the *San Carlos*. Initially, camp was made on the shore of the bay in the area that is now downtown San Diego. However, lack of water at this location, led to moving the camp in May to a small hill closer to the San Diego River near the Kumeyaay village of Cosoy. Father Junípero Serra arrived in July to find the presidio serving mostly as a hospital. The Spanish built a primitive mission and presidio structure on the hill near the river. The first chapel was built of wooden stakes and had a roof made of tule reeds.

Just four months after the colonial project was initiated, the Kumeyaay staged an uprising. The Kumeyaay seized some of their possessions, however, the Spaniards themselves were not taken.<sup>7</sup> While the mission attracted a few converts, friction between the Kumeyaay and Spanish lingered. By 1772 a stockade was constructed and included barracks for the soldiers. The Spanish also constructed a storehouse for supplies, a house for the missionaries, and a chapel. The original log and brush huts were gradually replaced with buildings made of adobe bricks. Pitched roofs with rounded roof tiles eventually replaced flat earthen roofs. Clay floors were eventually lined with fired brick.

In August 1774, the Spanish missionaries moved the Mission San Diego de Alcalá to its present location six miles up the San Diego River Valley (modern Mission Valley) near the Kumeyaay village of Nipaguay. Begun as a thatched *jacal* chapel and compound built of willow poles, logs, and tules, the new Mission was sacked and burned in the Kumeyaay uprising of November 5, 1775. The first adobe chapel was completed in October 1776, and the present church was begun the following year. A succession of building programs through 1813 resulted in the final rectilinear plan that included a church, bell tower, sacristy, courtyard, residential complex, workshops, corrals, gardens, and cemetery.<sup>8</sup> Orchards, reservoirs, and other agricultural installations were built to the south on the lower San Diego River alluvial terrace and were irrigated by a dam and aqueduct system. The mission system had a significant effect on all Native American groups from the coast to the inland areas and was a dominant force in San Diego County.

Life for the new settlers at the San Diego presidio was isolated and difficult. The arid desert climate and aggressive Native American population made life hard for the Spanish settlers. They raised cattle and sheep, gathered fish and seafood, and did some subsistence farming in the San Diego River Valley to generate enough food to keep the fledgling community of a few hundred Spaniards and hundreds of Native American neophytes alive. The situation was complicated by

<sup>7</sup> The uprising took place on August 12 and 15, 1769. <http://www.kumeyaay.com/kumeyaay-history/40-spanish-contact.html>; accessed September 1, 2011.

<sup>8</sup> Norman Neuerberg. "The Changing Face of Mission San Diego," *The Journal of San Diego History*, Vol. 32, No. 1, (Winter 1986). <http://www.sandiegohistory.org/journal/86winter/mission.htm>; accessed April 1, 2010.



the Spanish government's insistence on making trade with foreign ships illegal. Although some smuggling of goods into San Diego was done, the amounts were likely small.<sup>9</sup>

### Associated Property Types

The property types associated with the Spanish Period include historic sites and reconstructed buildings. They have all been listed already and include: Casa de Carrillo (CHL Site #74), the San Diego Presidio Site (HRB Site #4), the Franciscan Garden Site Block 413 (HRB Site #44), and the Serra Palm Site (HRB Site #5). They are each described below.

Casa de Carrillo was one of the earliest and largest residences constructed during the Spanish Period. It was originally built in circa 1810 by Francisco Maria Ruiz and later became the home of Joaquin Carrillo and his family in the 1820s. Casa de Carrillo is but a remnant reconstruction of what it used to be. The original residence was constructed of adobe bricks with a smooth earthen plaster exterior. The residence is designated California Historical Landmark No. 74 and is located at the northwest corner of the Presidio Hills Golf Course, 4136 Wallace Street.<sup>10</sup>



**Figure 2:** The Junipero Serra Museum on dedication day in 1929.  
**Source:** <http://www.sandiegohistory.org/journal/69summer/images.htm>

The San Diego Presidio Site commemorates two important events: the founding of the first permanent European settlement on the Pacific Coast of the United States and the establishment of the first mission in California by Father Junipero Serra in 1769. From 1769 to 1776 the presidio served as the base of operations for the Spanish settlers and continued to function as the seat of military jurisdiction in Southern California through 1837 under Mexican rule. The presidio was originally constructed using wood for the exterior walls; however, in 1778 this material was replaced with

adobe.<sup>11</sup> The archeological remains were designated a National Historic Landmark in 1963 and were listed as California Historical Landmark No. 59. The Junipero Serra Museum, constructed in 1929 was designed in the spirit of the original San Diego presidio and is not included in the San Diego Presidio Site designation. Today the San Diego Presidio Site is located in front of the Junipero Serra Museum within Presidio Park.<sup>12</sup>

<sup>9</sup> William E. Smythe. *History of San Diego 1542-1908*. (San Diego: The History Company, 1908), 81-99.

<sup>10</sup> *California Historical Landmarks*, Office of Historic Preservation, California Department of Parks and Recreation, (Sacramento: State of California 1990), 188.

<sup>11</sup> Charles Snell. "San Diego Presidio," National Register of Historic Places Inventory - Nomination Form (1963), 2.

<sup>12</sup> *California Historical Landmarks*, 186.



The Franciscan Garden Site Block 413 was constructed in 1769 when the San Diego presidio was built. This garden was used and cultivated by the Spanish settlers, although the garden has since been demolished a commemorative marker has been placed in its original location off of Taylor Street. This site was designated a Historic Landmark by the San Diego Historical Resources Board in 1970.

The Serra Palm Site is the location where the four divisions of the Portola Expedition met on July 1, 1769. It was at this site that Father Junipero Serra planted a palm tree when he first arrived and was the starting point where the “El Camino Real” trail began. Although, the original tree Father Serra planted no longer remains a commemorative marker is located in its place. The Serra Palm Site is designated California Historical Landmark No. 67 and is located within Presidio Park at the southeast corner of Taylor Street and Presidio Drive.<sup>13</sup>

### Mexican Period (1821-1846)<sup>14</sup>

In 1822 the political situation changed. Mexico won its independence from Spain and San Diego became part of the Mexican Republic. The Mexican government opened California to foreign



**Figure 3:** General view of Mission San Diego Alcalá, photograph by Charles C. Pierce ca. 1874.

**Source:** <http://digitallibrary.usc.edu/search/controller/view/chs-m14213.html?x=1296168604146>

ships, and a healthy trade soon developed, exchanging the fine California cattle hides for the manufactured goods of Europe and the eastern United States. Several of these American trading companies erected rough sawn wood-plank sheds at La Playa on the bay side of Point Loma. The merchants used these “hide-houses” for storing the hides before transport to the East Coast.<sup>15</sup> As the hide trade grew, so did the need for more grazing lands. Thus, the Mexican government began issuing private land grants in the early 1820s, creating the rancho system of large agricultural estates. Much of the land came from the Spanish missions, which the Mexican government secularized in 1833. The ranchos dominated California life until the American takeover in

1846.<sup>16</sup> The Mexican Period brought about the continued displacement and acculturation of the native populations.

<sup>13</sup> Ibid, 187.

<sup>14</sup> This section was largely extracted from “Appendix E, HP-1 San Diego History” in the *City of San Diego General Plan*. Adopted March 10, 2008.

<sup>15</sup> Smythe, 102.

<sup>16</sup> Ibid, 101-106; Lucy Lytle Killea. “A Political History of a Mexican Pueblo: San Diego from 1825 to 1845,” Part I, *The Journal of San Diego History*, Vol. 12, No. 3, (Fall 1966).

<http://www.sandiegohistory.org/journal/66october/political.htm>; accessed March 1, 2010.



Another change in Mexican San Diego was the decline of the presidio and the rise of the civilian pueblo. The establishment of pueblos in California under the Spanish government met with only moderate success and none of the missions obtained their ultimate goal, which was to convert to pueblos. Pueblos did, however, begin to form, somewhat spontaneously, near the California presidios. As early as 1791, presidio commandants in California were given the authority to grant small house lots and garden plots to soldiers and their families. Sometime after 1800, soldiers from the San Diego presidio began to move themselves and their families from the presidio buildings to the tableland down the hill near the San Diego River.

Historian William Smythe noted that Don Blas Aguilar, who was born in 1811, remembered at least 15 such grants below Presidio Hill by 1821.<sup>17</sup> Of these 15 grants, only five within the boundaries of what would become Old Town had houses in 1821. By 1827, as many as 30 homes existed around the central plaza and in 1835, Mexico granted San Diego official pueblo status. At this time the town had a population of nearly 500 residents, later reaching a peak of roughly 600.<sup>18</sup> However, by 1835 the presidio, once the center of life in Spanish San Diego, had been abandoned and lay in ruins. Mission San Diego de Alcalá fared little better. In 1842, 100 Indians lived under the care of the friars and only a few main buildings were habitable.<sup>19</sup> The town and the ship landing area, La Playa, were now the centers of activity in Mexican San Diego.

The new Pueblo of San Diego did not prosper, as did some other California towns during the Mexican Period. In 1834, the Mexican government secularized the San Diego and San Luis Rey missions. Shortly after the secularization, an increase in Native American hostilities against the Californios occurred in the late 1830s. The attacks on outlying ranchos, along with unstable political and economic factors contributed to San Diego's population decline. In 1838, San Diego's official pueblo status was removed and it became a sub-prefecture of the Los Angeles Pueblo. By 1840, San Diego had an approximate population of 150 permanent residents.<sup>20</sup>

### **Associated Property Types**

The property types associated with the Mexican Period include historic sites and reconstructed buildings. They have all been listed already and include: Fort Stockton (HRB Site #3), Casa de Estudillo (HRB Site #14-A), Casa de Bandini (HRB Site #14-C), Casa de Machado-Stewart (HRB Site #14-G), Casa de Cota Site (HRB Site #14-B), Casa de Lopez (HRB Site #21), and the Old Spanish Cemetery (HRB Site #26). They are each described below.

Fort Stockton was originally constructed in 1838, in preparation for a military offensive from Los Angeles. The fortification was originally constructed of earth. In 1846 the U.S. Army rebuilt the fortification. It was here that the Mormon Battalion ended its march from Council Bluffs,

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<sup>17</sup> Ibid, 99.

<sup>18</sup> Killea, <http://www.sandiegohistory.org/journal/66october/political.htm>; accessed March 1, 2010.

<sup>19</sup> Richard R. Pourade. *The History of San Diego: The Silver Dons*. (San Diego: Union-Tribune Publishing Co., 1963), 11-12, 17-18.

<sup>20</sup> Killea, <http://www.sandiegohistory.org/journal/66october/political.htm>; accessed March 1, 2010; Charles. Hughes, "The Decline of the Californios: The Case of San Diego, 1846-1856," *The Journal of San Diego History*, Vol. 21, No. 3, (Summer 1975), 6-7.





Iowa on January 29, 1874. Fort Stockton is designated California Historical Landmark No. 54 and is located within Presidio Park.<sup>21</sup>

Casa de Estudillo is an adobe residence that was originally constructed in 1828 by Don Jose Maria Estudillo. This building housed three generations of the Estudillo family and is also referred to as Ramona's marriage or wedding place. The residence was reconstructed in 1910 and later restored by Hazel Waterman in 1969. It is listed on the National Register and is designated California Historical Landmark No. 53. Casa de Estudillo is located at the southeast corner of San Diego Avenue and Mason Street.<sup>22</sup>



**Figure 4:** Casa de Estudillo, ca. 1890.

**Source:** <http://digitalibrary.usc.edu/search/controller/view/chs-m8926.html?x=1296171520486>

Casa de Bandini was a traditional Mexican style adobe residence constructed in 1829 by Jose and Juan Bandini. Following its completion the home quickly became the social center of Old Town. In 1846, the residence became the headquarters of Commodore Stockton and Bandini provided supplies to his troops. In the early 1850s, as a result of financial hardship Bandini was forced to sell his residence. In 1869, Alfred Seely purchased the property, added a second story and converted the residence to the Cosmopolitan Hotel. By 1900, Akerman & Tuffley had converted the building into an olive processing plant. The residence was designated a California Historical Landmark (No. 72) in 1970 and is located on Mason Street between San Diego Avenue and Calhoun Street.<sup>23</sup>

Casa de Machado-Stewart is a restored adobe brick home constructed in 1830 by Jose Manuel Machado. In 1845 Jack Stewart married Machado's youngest daughter, Rosa and moved in with the Machado family. Until 1966 the residence remained in the Stewart family. In 1969 the residence was restored and in 1970 it was designated California Historical Landmark No. 73. The property is located at the northwest corner of Congress and Mason Streets.<sup>24</sup>

Casa de Machado-Silvas is an adobe residence that was constructed in 1835 by Jose Nicasio Silvas. Silvas lived in this residence with his wife Maria Antonia Machado and their children. This residence is also known as Casa de la Bandera (House of the Flag), in honor of Maria who hid the Mexican flag in her house from American forces. Casa de Machado-Silvas stayed in the Silvas family for over 100 years, and has since been a boarding house, saloon, restaurant, art

<sup>21</sup> *California Historical Landmarks*, 185.

<sup>22</sup> *Ibid*, 185.

<sup>23</sup> *Ibid*, 188.

<sup>24</sup> *Ibid*, 188.



studio, souvenir shop, museum, and church. It was designated California Historical Landmark No. 71 and is currently the Old Town San Diego State Historic Park visitor center.<sup>25</sup>

Casa de Cota Site was the location of an adobe residence said to have been built circa 1835 by Juan or Ramona Cota. The residence has since been demolished and an identification marker has been placed at its original location. The site was designated a California Historical Landmark (No. 75) in 1970 and is located at the northwest corner of Twiggs and Congress Streets.<sup>26</sup>

Casa de Lopez was an adobe residence constructed in 1835 by Juan Francisco Lopez. The residence was also referred to as the Casa Larga or Long House and was one of the first larger residences to be constructed in the Pueblo of San Diego. In 1956 the residence was restored by Arnholt Smith. However seven years after its restoration, the home was demolished and reconstructed at its present site. It was designated California Historical Landmark No. 60 in 1970 and is located at 3890 Twiggs Street.<sup>27</sup>

The Catholic Parish of the Immaculate Conception laid out the Old Spanish Cemetery, also known as El Campo Santo, in 1840 and by 1880 the cemetery was discontinued. It was designated California Historical Landmark No. 68 in 1970 and is located at the northeast corner of San Diego and Old Town Avenues.<sup>28</sup>

### American Period (1846-1970)

When United States military forces occupied San Diego in July 1846, the town's residents split on their course of action. Many of the town's leaders sided with the Americans, while other prominent families opposed the United States invasion. A group of Californios under Andres Pico, the brother of the Governor Pio Pico, harassed the occupying forces in Los Angeles and San Diego during 1846. In December 1846, Pico's Californios engaged U.S. Army forces under General Stephen Kearney at the Battle of San Pasqual and inflicted many casualties. However, the Californio resistance was defeated in two small battles near Los Angeles and effectively ended by January 1847.<sup>29</sup>



**Figure 5:** Portrait of General Andres Pico, date unknown.

**Source:** <http://digitallibrary.usc.edu>.

The Americans raised the United States flag in San Diego in 1846, and assumed formal control with the Treaty of Guadalupe-Hidalgo in 1848. The signing of the Treaty of Guadalupe-Hidalgo

<sup>25</sup> Ibid, 188.

<sup>26</sup> Ibid, 188.

<sup>27</sup> Ibid, 186.

<sup>28</sup> Ibid, 187.

<sup>29</sup> Pourade, 1963.

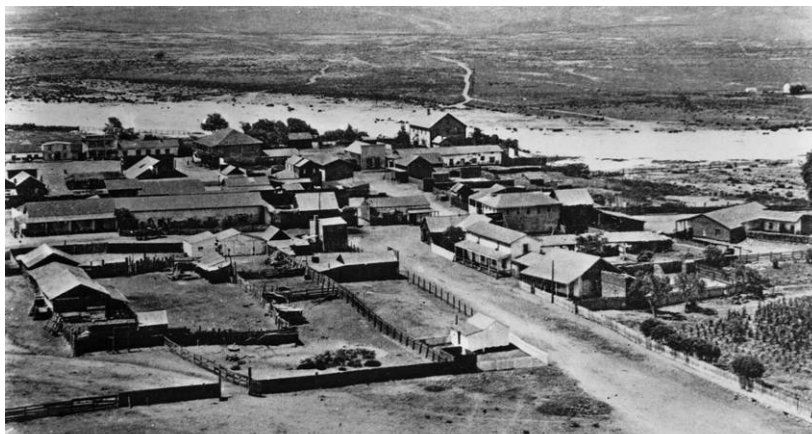




marked the beginning of the American Period. The vast majority of known and potential historic resources in San Diego date from this period. These resources may be understood within defined eras and themes that shaped the development of San Diego in the late 19<sup>th</sup> and 20<sup>th</sup> centuries. The eras and themes that relate to the Old Town San Diego Community Plan Area include: the American Transition Period, Early American Development and Industrialization, the Automobile, Early Tourism, and Preservation Phase I and II, the Great Depression and World War II, and Post World War II. The remainder of the historic context statement explores these eras and themes in more detail and discusses the associated property types.

### ***Theme: American Transition Period (1846-1872)***

In the quarter of a century following 1848, San Diego was transformed from a Hispanic community into an Anglo-American one. On September 9, 1850, California officially became a U.S. state and on February 18th, of that year, the California State Legislature formally organized San Diego County. The county extended 75 miles northward at its longest point and 200 miles eastward at its widest point encompassing 14,969 square miles, with 6,000,000 acres of land subject to settlement or purchase.<sup>30</sup> The first county elections were held at San Diego and La Playa on April 1, 1850.



**Figure 6:** View of Old Town San Diego from Fort Stockton Hill, ca. 1868.

**Source:** <http://digitallibrary.usc.edu/search/controller/view/chs-m16750.html?x=1296166717646>

Old Town remained the largest development within San Diego, it occupied a total of 48,557 acres of former pueblo land and consisted of approximately 65 buildings, many of which were of adobe construction.<sup>31</sup> As San Diego transitioned from a Mexican to an American government, the architecture of Old Town began to display eastern American influences. These influences were visible in the 1868 Union Newspaper Office, a wood-framed building

shipped in pieces from the East Coast and assembled upon its arrival, and the 1857 Whaley House, San Diego's earliest red brick structure.

In March of 1870 the first plat map of Old Town San Diego was made under the direction of the board of city trustees.<sup>32</sup> The map illustrated new, regularly spaced subdivision blocks that radiated out in all directions from Washington Square, (currently known as Old Town Plaza). At that time, existing buildings from the Spanish and Mexican periods were concentrated around the square. The new blocks measured 300 feet square with 50 foot wide access streets. According to

<sup>30</sup> Richard R. Pourade. *The Glory Years 1865-1899*. (San Diego: Union-Tribune Publishing Co.), 1964.

<sup>31</sup> Ibid.



this 1870 map, Old Town originally spanned from Cedar Street to the north, Hancock Street to the south, Ampudia Street to the east, and Riley Street to the west and included approximately 174 individually numbered square blocks.

In the decade that followed San Diego grew slowly. San Diegans attempted to develop the town's interests by attracting a transcontinental railroad and the development of a new town closer to the bay in response to the California Gold Rush. Originally established as New San Diego, the town eventually became known as Graytown or Davis' Folly, after the town's principal promoters, Andrew B. Gray and William Heath Davis.<sup>33</sup> In 1851, John Judson Ames founded San Diego's first newspaper, *The Herald* that was located above the Hooper and Company Store at 4th and A Streets in New San Diego.<sup>34</sup> However, as the Gold Rush came to an end New San Diego became deserted with only a few sparse buildings remaining. In response to the town's failure, Ames

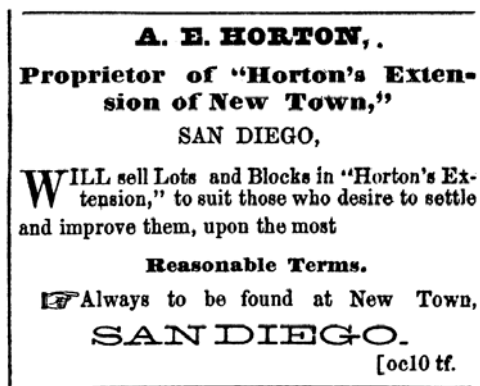


Figure 7: Advertisement of land for sale in Horton's Extension, San Diego Union, December 1868.

Source: <http://www.sandiegohistory.org/journal/67april/visionimages.htm>

moved *The Herald* to Old Town just below Presidio Hill at the northwest corner of Old Town Plaza. The failure of these plans, coupled with a severe drought, and the onset of the Civil War left San Diego as a remote frontier town. In 1859, *The Herald* ceased production and the town was left without a newspaper until 1868 when *The Union* began production, in a wood-framed building in Old Town at what is now 2602 San Diego Avenue.<sup>35</sup> The troubles led to an actual drop in the town's population from 650 in 1850, to 539 in 1860.<sup>36</sup> Not until land speculator and developer Alonzo Horton arrived in 1867 did San Diego begin to develop fully into an active American town.<sup>37</sup>

The real urbanization of the city as it is today began in 1869 when Alonzo Horton moved the center of commerce and government from Old Town (Old San Diego) to New Town (downtown). The new location was more accessible to the bay, which facilitated the development of commerce. The expansion of trade brought an increase in the availability of building materials. Wood buildings gradually replaced adobe structures. Also during this time the Casa de Bandini was converted into the Cosmopolitan Hotel. In 1871 the county seat was moved from Old Town to New Town and on April 20, 1872 a fire destroyed a significant portion of the business block

<sup>32</sup> Map 40, Old San Diego Plat Map March 1870.

<sup>33</sup> Ibid.

<sup>34</sup> Thorpe, Teri. "Early Journalism in San Diego: The San Diego Herald and The San Diego Union," *The Journal of San Diego History*, Vol. 28, No. 3, (Summer 1982).

<http://www.sandiegohistory.org/journal/82summer/journalism.htm>; accessed April 1, 2010.

<sup>35</sup> Mario T. Garcia, "Merchants and Dons: San Diego's Attempt at Modernization, 1850-1860," *The Journal of San Diego History*, Vol. 21, No. 1, (Winter 1975), 77.

<sup>36</sup> Elizabeth C. MacPhail. *The Story of New San Diego and of its Founder Alonzo E. Horton*. (San Diego: Pioneer Printers, 1969).

<sup>37</sup> Carter, Nancy Carol. "San Diego Olives: Origins of a California Industry," *The Journal of San Diego History*, Vol. 54, No. 3, (Summer 2008), 150-151.



within Old Town. As a result of these two events, coupled with the continued development of New Town, Old Town rapidly declined in development and government influence. Settlers increasingly chose to settle in New Town over Old Town, due to the availability of potable water and access to transportation and public facilities. In New Town ocean views, and public amenities increased land values and affected the character of neighborhoods developing.

### Associated Property Types

The property types associated with this era include historic sites and buildings. The buildings were constructed for a variety of uses; some are reconstructions, while others are original, but restored. All of the properties have been listed already and include: the Casa de Pedrorena (HRB Site #14-C), Whaley House (HRB Site #24), Derby-Pendleton House (HRB Site #32), Rudolph Schiller Gallery (HRB Site #352), Chapel of the Immaculate Conception (HRB Site #15), Mason Street School (HRB Site #14-H), Derby Dike Site (HRB Site #28), Congress Hall Site (HRB Site #14-F), Exchange Hotel Site (HRB Site #14-I), Emmet House Site (HRB Site #36), Casa de Aguire Site (HRB Site #42), Gila House Site (HRB Site #43), and Cobblestone Jail Site (HRB Site #46).

Casa de Pedrorena was an adobe residence constructed in 1869 by Miguel de Pedrorena, who originally arrived in Old Town in 1838. Pedrorena was a member of the Constitutional Convention at Monterey in 1849. This building was partially restored in 1968 and was designated a California Historical Landmark (No. 70) in 1970. It is located at 2616 San Diego Avenue.<sup>38</sup>

The Whaley House was a single-family brick residence constructed by Thomas Whaley in the 1856. It was one of the first buildings within Old Town built with eastern American style influences. In 1869 the north room was remodeled and converted into the County Courthouse. The building was restored in 1956, designated California Historical Landmark No. 65, and included within the Old Town San Diego State Historic Park designation of 1970.<sup>39</sup>



Figure 8: Whaley House

The Derby-Pendleton House was constructed in 1851 by Lieutenant George Horatio Derby, who came to San Diego to divert the San Diego River into False Bay. The building was moved from 3877 Harney Street to its current location in 1962. It was designated as a Historic Resource by the San Diego Historical Resources Board and is included within the Old Town San Diego State Historic Park designation of 1970.

<sup>38</sup> *California Historical Landmarks*, 186.

<sup>39</sup> *Ibid*, 187.



The Rudolph Schiller Photographic Gallery was originally constructed in 1869 and later served as a residence. It was designated by the San Diego Historical Resources Board in 1998 and is located at 2541 San Diego Avenue.

The Chapel of the Immaculate Conception was an adobe chapel constructed by John Brown in 1850. Later the chapel was sold to Jose Antonio Aguirre who funded its reconstruction as a church. It was completely restored in 1936 - 1937, designated California Historical Landmark No. 49, and included within the Old Town San Diego State Historic Park designation of 1970.<sup>40</sup>

The Mason Street School also known as the “little green school house” was a single room wood-framed building constructed in 1865. It was California’s first public school building. The building was moved to its current location before 1870 and was restored by the State in 1962. It became a California Historical Landmark in 1970 and is located at 3966 Mason Street.<sup>41</sup>

The Derby Dike Site is the location where the U.S. Army Corps of Engineers built a dike to divert the waters from the San Diego River into False Bay, now known as Mission Bay. However the river was not fully harnessed until the 1950s. The site of the Derby Dike’s is commemorated with a historical marker. It is a designated California Historical Landmark (No. 244) and is located near Presidio Drive and Taylor Street.<sup>42</sup>

The Congress Hall Site is the location of a former saloon and Pony Express Station. The building was demolished in 1939 and a historical marker has been placed at its original location at Calhoun Street. It was designated as a Historic Resource by the San Diego Historical Resources Board and is included within the Old Town San Diego State Historic Park designation of 1970.

The Exchange Hotel Site is the location of a brick and wood-framed building constructed circa 1915. It was destroyed in the Old Town Fire of 1872 and a historical marker has been placed at its original location at the south side of San Diego Avenue. It was designated as a Historic Resource by the San Diego Historical Resources Board and is included within the Old Town San Diego State Historic Park designation of 1970.

The Emmet House Site is the location of San Diego’s first County Hospital. The building was demolished in 1949 but a historical marker has been placed at its original location at 3919 Twiggs Street. It was designated as a Historic Resource by the San Diego Historical Resources Board and is included within the Old Town San Diego State Historic Park designation of 1970.

The Casa de Aguire Site is the location of an early residence constructed in the 1850s. It has since been demolished and a historical marker has been placed at its original location at 2604 San Diego Avenue. It was designated as a Historic Resource by the San Diego Historical Resources Board in 1970.

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<sup>40</sup> Ibid, 185.

<sup>41</sup> Ibid, 192.

<sup>42</sup> Ibid, 189.





The Gila House Site Block 483 is the location of an early residence constructed in the 1850s. It has since been demolished and a historical marker has been placed at its original location at 3940 Harney Street. It was designated as a Historic Resource by the San Diego Historical Resources Board in 1970.

The Cobblestone Jail Site is the location of Haraszthy Jail constructed in 1851. Agoston Haraszthy, the namesake of the jail, was the first sheriff in San Diego County. The building also served as San Diego County's first hospital. It has since been demolished and a historical marker has been placed at its original location at 2360 San Diego Avenue. It was designated as a Historic Resource by the San Diego Historical Resources Board in 1970.

***Theme: Early American Development and Industrialization (1873-1929)***

Since the 1830s, the citizens of San Diego had attempted to establish a direct rail link to the east. This was an integral component to the vision Alonzo Horton held of San Diego as a modern city and a major seaport. 1868 and 1869 were boom years, with steady growth over the next four years until the economic panic of 1873. The population dropped to 1,500 in 1875, but then rebounded. However, San Diego's civic leaders continued to focus on the development of the railroad. By 1876 both San Francisco and Los Angeles had direct rail links to the East Coast and for San Diego to establish itself as one of California's top destinations it needed one as well. Frank Kimball represented San Diego in its venture to establish a transcontinental rail link to the East and by the 1870s he had struck a deal with the Atchison, Topeka and Santa Fe Railroad.<sup>43</sup> In July of 1881, the newly formed California Southern began building a line from San Diego to San Bernardino, via Oceanside and Fallbrook, which neared completion in September of 1882.<sup>44</sup> However, the Southern Pacific



**Figure 9:** San Diego's Santa Fe Depot, 1887.  
**Source:** <http://www.sandiegohistory.org/journal/85fall/railroadimages.htm>

prevented San Diego's upstart line to cross their already established line at Colton. This interference allowed only local trains to run from San Diego to Colton, until, November 26, 1885, when the first transcontinental train arrived in San Diego.

<sup>43</sup> James N. Price. "The Railroad Stations of San Diego County: Then and Now," *The Journal of San Diego History*, Vol. 34, No. 2, (Spring 1988). <http://www.sandiegohistory.org/journal/88spring/railroad.htm>; accessed April 1, 2010.

<sup>44</sup> Ibid.



Once a transcontinental line had been established, trade increased and San Diego's population boomed to 40,000. This expansion in trade brought an increase in the availability of building materials. Wood buildings gradually began to replace adobe structures. Some of the earliest buildings to be erected in the American Period were "kit" buildings, built on the East Coast of the United States and shipped in sections around Cape Horn and reassembled in San Diego.<sup>45</sup> During this period of time, the area of Uptown located immediately northeast of Old Town began to develop. Development during this period prior to the expansion of the railroads was slow in Old Town. Residences were constructed in the vicinity of the plaza, but much of the construction that occurred during these years occurred in New Town. Few resources from the 1870s and 1880s remain; one example is the Gatewood House at 2515 San Diego Avenue. It is a wood-framed residence that was constructed by *The Union* newspaper founder in 1873. It is designated as HRB Site #34 and is included within the Old Town State Historic Park designation of 1970.

Between 1885 and 1890 no fewer than five independent railroad lines were organized and constructed in response to the population boom. One of the first independent rail lines to be constructed was the San Diego & Old Town Railway, which began operation in 1887. However, as the line progressed toward its eventual terminus in La Jolla in 1894 its name changed to: the San Diego, Old Town & Pacific Beach in 1888, and the San Diego, Pacific Beach & La Jolla in 1894.<sup>46</sup> This line was also known as the "Abalone Limited".

Additional transportation advances at this time included the Santa Fe's construction of a new rail link from Oceanside to Orange County, called the "Surf Line". And on July 3, 1886, Elisha S. Babcock Jr. and Hampton L. Story launched the San Diego Streetcar Company, the city's first horse drawn trolley.<sup>47</sup> The following year, the Electric Rapid Transit Company debuted San Diego's first electric streetcar transit system. This line ran from Kettner Boulevard (then Arctic) to Old Town.<sup>48</sup> In conjunction streetcar transit franchises were handed out indiscriminately to keep up with the demand.<sup>49</sup> John D. Spreckels formed the San Diego Electric Railway Company in 1891. The line began in what is now downtown, eventually expanding into Balboa Park and Old Town after the turn of the century.

Despite the growing prosperity of the city, San Diego's boom quickly went bust in the 1890s as a general depression hit the U.S. In the decade that followed San Diego's population decreased by half and many of the smaller independent railroads were consolidated or literally washed away by heavy rains in 1892. However, as the turn of the century approached the city began to recover and new industries started to emerge. Although the majority of San Diego's industrial development was occurring outside of Old Town, there was limited industrial growth occurring within it. By 1900, Edward W. Akerman and Robert Alfred Tuffley brought the olive processing

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<sup>45</sup> *San Diego Modernism Context Statement*, City of San Diego, Submitted to the State of California Office of Historic Preservation, (October 17, 2007), p. 18.

<sup>46</sup> Note: in 1906, the owners of the San Diego and Old Town line planned connecting service to the north and it became known as the Los Angeles & San Diego Beach Railroad, however it never went farther north than La Jolla.

<sup>47</sup> Gena Holle. "Transit in San Diego: ASCE Anniversary Project," *The Journal of San Diego History*, Vol. 48, No. 1, (Winter 2002). <http://www.sandiegohistory.org/journal/2002-1/holle.htm>; accessed April 1, 2010.

<sup>48</sup> *Ibid.*

<sup>49</sup> *Ibid.*





industry to Old Town, when they relocated their Old Mission Olive Works Company to the former Casa de Bandini. The two business partners remodeled the first floor to house offices and rooms for olive processing and packing. The second floor functioned as housing for family and close friends of Akerman and Tuffley.



**Figure 10:** Casa de Bandini as the Old Mission Olive Works processing plant, 1909.  
**Source:** Copyright, The San Diego Historical Society No. 1136.



**Figure 11:** Workers labeling olive oil bottles at the Old Mission Olive Works, 1908.  
**Source:** Copyright, San Diego Historical Society No. 5728

By 1910, San Diego had fully recovered from the 1890s depression and in 1911, Akerman and Tuffley announced plans to build a new modern olive processing plant. The plant was designed by a professional architect in the Mission Revival style and covered almost an entire square block at the base of Juan Street within Old Town block 409.<sup>50</sup> The building was completed in 1915.<sup>51</sup> Akerman and Tuffley continued to run their business from their new plant until 1919 when the two retired and sold their company to a corporation with local and New York investors.<sup>52</sup> Five years following the sale, the company was rebranded as Old Mission

Products Company and expanded into the packaging of other agricultural products. In 1951, the original 1915 Akerman and Tuffley processing plant was demolished.

As industry continued to grow in the 1910s, rail service throughout San Diego County was

<sup>50</sup> Carter, 150-151.

<sup>51</sup> Ibid.

<sup>52</sup> Ibid.



further consolidated. Following the 1890s and multiple rail line purchases, by 1917, only two railroad lines operated within San Diego County, the Santa Fe and John Spreckels' San Diego & Arizona. The San Diego Electric Railway line began in what is now downtown, eventually expanding around Balboa Park by 1909 and into the park by 1912.<sup>53</sup> In 1910, the San Diego Electric Railway was expanded into Old Town on India Street at Winder Street, to California Street up La Jolla Avenue (now part of San Diego Avenue), crossing northeast to San Diego Avenue to Mason Street in the plaza.<sup>54</sup> The San Diego and Old Town Railroad discontinued its service in 1917. Two years later its tracks were taken up and eventually became part of John Spreckels' holdings when he constructed a San Diego Electric line to La Jolla in 1923, using much of the same rail bed.<sup>55</sup> Rail service flourished in the 1920s with 1924 being a peak year of trolley ridership. However, the invention and popularity of the automobile began to significantly impact rail line service.

The Pacific Highway was one of the first paved roads through the area. At one time, it was part of Highway 101. While the southern terminus of Highway 101 is now Los Angeles, it used to travel all the way south through San Diego to the Mexican border in San Ysidro. However, this portion was decommissioned and replaced in the late 1960s by Interstate 5. Significant portions of Highway 101 were historically part of El Camino Real, the route that connected Alta California's missions, presidios, and pueblos. It served as the main north-south road in California until the 1920s. Highway 101 was one of the first highways designated by the Bureau of Public Roads in 1925. Existing sections of roadway were designated routes and marked by signs so that motorists could find their way from one town to the next. Long distance automobile runs became a popular form of amusement, and soon auto camps were developed to provide over night accommodations.

The expansion of rail lines to Old Town at the turn of the 20<sup>th</sup> century likely encouraged commercial, residential, and institutional development in the area, though the pace of development was moderate, with single- and multi-family residences constructed, largely along Harney and Congress Streets. Light commercial development occurred, but it remained scattered along Congress Street and San Diego Avenue. The institutional development during the period included the construction of the Immaculate Conception Church on San Diego Avenue between Twiggs and Harney Streets.

### **Associated Property Types**

While the early transportation improvements during the late 19th and early 20th centuries influenced the later development of the plan area, there are no directly related property types remaining. Industrial development within Old Town during this period was limited to the Old Mission Olive Works, which relocated its olive processing plant to Casa de Bandini (HRB Site #14-C) in 1900. Casa de Bandini is already listed and more reflective of the Mexican Period. The

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<sup>53</sup> Richard V. Dodge, *Rails of the Silver Gate: The Spreckels San Diego Empire* (San Marino, CA: Pacific Railway Journal, 1960), 19.

<sup>54</sup> Dodge, 43.

<sup>55</sup> Price, <http://www.sandiegohistory.org/journal/88spring/railroad.htm>; accessed April 1, 2010.



larger plant building Akerman and Tuffley constructed in 1915 was demolished in 1951. Although Old Town as a whole was subdivided in 1870, a small pocket subdivision known as the Hinton Subdivision was laid out between 1900-1920. This subdivision was located along Taylor Street, between Chestnut (currently Presidio Drive) and Whitman Streets. However, there are no buildings remaining from this subdivision's original development.<sup>56</sup> According to the reconnaissance survey, the other buildings remaining from this period are residential, commercial, and institutional buildings just outside Old Town's original core. This development likely occurred as a result of the construction of the San Diego and Old Town Railway and the expansion of the San Diego Electric Railway into the area. The construction of these building types was scattered and largely occurred on Harney and Congress Streets and San Diego Avenue.

### Residential - Single-family Residences

New residents to Old Town constructed small houses just outside the already established core area in the early part of the 19th century. These residences are concentrated along the 2400-2500 blocks of Congress Street with smaller groupings constructed immediately to the southeast. These residences were primarily vernacular cottages, Craftsman bungalows, or Spanish Colonial Revival style residences. The vernacular cottages and Craftsman bungalows are typically one-story in height, sheathed in wood clapboard or shingles, and covered by gabled roofs. The Spanish Colonial Revival style residences are typically one-story in height, sheathed in smooth stucco, and covered by either gabled or flat roofs clad with terracotta tile.

*Criteria:* San Diego Register Criteria B & C

*Evaluation of Individual Resources:* Single-family residences may be individually significant under Criterion B if they were homes of persons significant in local history. Single-family residences may also be eligible under Criterion C if they embody the distinctive characteristics of a style, type, period, or method of construction. These buildings will possess the character-defining features of the style they represent (See Architectural Styles in Appendix A).

*Essential Factors of Integrity:* Under Criterion B, location, setting, feeling, and association must be strongly present. Setting, design, materials, and feeling must be retained in the evaluation under Criterion C. In both cases, the use of the building may have changed. It is assumed that the general setting will have changed since the period of significance; however, the immediate setting should remain intact.

### Residential – Multi-family Residences

Similar in style to the small single-family residences constructed at this time, multi-family residences with two to four units were also built. These residences were located in close proximity to Casa de Bandini and the former location of the 1915 Old Mission Olive Works

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<sup>56</sup> Subdivided Lands, City of San Diego Map 1900-1942. Historical Planning Maps, City of San Diego. <http://www.sandiego.gov/city-clerk/inforecords/historicalmaps.shtml>; accessed January 15, 2011.



plant. The occupants of these residences may have been employed at the Old Mission Olive Works Company. Most of these residences can be described as vernacular turn of the century duplexes and bungalow courts. They are typically one story in height, sheathed in wood clapboard or shingles, and covered by gabled roofs with separate exterior entrances for each unit. Examples of this type of resource can be found along Conde Street.

*Criteria:* San Diego Register Criteria B & C

*Evaluation of Individual Resources:* Multi-family residences may be individually significant under Criterion B if they were homes of persons significant in local history. Multi-family residences may also be eligible under Criterion C if they embody the distinctive characteristics of a style, type, period, or method of construction. These buildings will possess the character-defining features of the style they represent (See Architectural Styles in Appendix A).

*Essential Factors of Integrity:* Under Criterion B, location, setting, feeling, and association must be strongly present. Setting, design, materials, and feeling must be retained in the evaluation under Criterion C. In both cases, the use of the building may have changed. It is assumed that the general setting will have changed since the period of significance; however, the immediate setting should remain intact.

#### Commercial – Retail Stores

Although few commercial buildings were constructed within Old Town during this period, there are a couple remaining examples. These buildings are typically small, one-story, wood-framed buildings, sheathed in either clapboard siding or smooth stucco with Western False Front facades. The majority of surviving examples are concentrated near Old Town's original core and are interspersed along San Diego Avenue and Harney and Congress Streets. They can be generally described as early 20<sup>th</sup> Century commercial buildings. Example of this type of property can be found at 2505 and 2515 San Diego Avenue.

*Criteria:* San Diego Register Criterion C

*Evaluation of Individual Resources:* Commercial buildings may be individually significant under Criterion C if they embody the distinctive characteristics of a style, type, period, or method of construction. These buildings will possess the character-defining features of the style they represent (See Architectural Styles in Appendix A). Considering the fact that few commercial buildings remain from the early American development and industrialization period, even representative examples of types and styles may qualify.

*Essential Factors of Integrity:* Under Criterion C setting, design, materials, and feeling must be retained in the evaluation. In both cases, the use of the building may have changed. It is assumed that the general setting will have changed since the period of significance; however, the immediate setting should remain intact. Signage may have changed unless it was an integral component of the architecture.





## Institutional – Religious Properties

There is only one prime example of a religious property associated with this theme in the plan area, the Immaculate Conception Church. Constructed in 1917, the Immaculate Conception Church replaced the Old Adobe Church, as the primary place of worship for Catholics in Old Town. The church was dedicated in 1919, and has been in continuous operation since that time.

*Criteria:* San Diego Register Criteria A & C



**Figure 12:** Catholic Church of Immaculate Conception

evaluated as a part of the properties if they were present during the period of significance and retain their physical integrity. Considering the fact that few religious buildings remain within the plan area, even representative examples may qualify.

*Essential Factors of Integrity:* Location, design, materials, and feeling must be retained in the evaluation under Criteria A and C. The primary character-defining features such as the exterior materials, roof forms, main entryway, and fenestration should remain intact.

### ***Theme: Automobile, Early Tourism and Preservation in Old Town***

In Old Town there were two distinct periods of development directly influenced by tourism and preservation. The first phase occurred from 1904 to 1939 and revolved around the impact of the automobile. This phase was characterized by early motorists' interest in buildings remaining from the Spanish and Mexican Periods in Old Town. The second phase was characterized more by the restoration, reconstruction, relocation, and recordation of existing resources that became tourist attractions in the first phase. Since there is a significant break in time between these two periods, as a result of World War II, they will be discussed separately below.

### **Phase 1: The Automobile, Early Tourism and Preservation (1904-1939)**

In the early 1900s, the popularity of the automobile had led to auto touring as a recreational activity. By 1904 Southern California had been described as a "paradise" for car enthusiasts.



Travelers from all over the country flocked to California to experience the scenic countryside from behind the wheel, and the route from Los Angeles to San Diego was advertised as the most picturesque within the United States.<sup>57</sup> This route traveled along the coast and cut inland through Escondido, Temecula, and Temescal Canyon. A secondary, more direct route to San Diego via the coastline was also available for motorists. However, the roads were treacherous and nearly impossible to cross. However, in 1904 the first motorists to complete the coastal route arrived in San Diego.<sup>58</sup>

Three years later San Diego's Chamber of Commerce, Boulevard Committee put together an expansive plan for 200 miles of new roadways to link downtown with further outlying areas of the county.<sup>59</sup> The Committee's plan improved the main arterial way from Los Angeles to San Diego and an additional route along the west shore of the San Diego River was drafted to link Old Town with the mission. Following the completion of the Committee's plan, San Diego became a primary automobile-touring destination. And new life was given to Old Town as a unique and ancient place for tourists to experience.

In 1905, John Spreckels took advantage of this renewed interest in Old Town's historic resources and purchased the Casa de Estudillo adobe. At the time the adobe was more commonly known as Ramona's Wedding or Marriage Place, after the popular 1884 novel, *Ramona*, by Helen Hunt Jackson. In Hunt's novel, a similar location was described, reviving new interest in the adobe. Spreckels decided to capitalize on this interest and restored the Casa de Estudillo simultaneously while he constructed the San Diego Electric route through Old Town. He hoped in doing so he would increase Old Town's desirability as a destination and increase ridership on his new route. The restoration project was conducted under the direction of architect, Hazel Waterman and by 1910 the restoration was complete and the railway was up and running.<sup>60</sup> Spreckels' new San Diego Electric route ran from M and State Streets in New Town to the center of Old Town.<sup>61</sup>

In 1915, Old Town became a featured sight seeing destination when San Diego hosted the Panama-California Exposition. The city romanticized its past, newly constructed buildings for the Exposition were inspired by San Diego's history under Spanish and Mexican rule. This renewed interest in the city's early heritage, combined with the success of Spreckels' restoration of Casa de Estudillo sparked preservation efforts within Old Town. Its residents began to see preservation as an opportunity to increase tourism and commerce, as auto touring increased. After the restoration of the Casa de Estudillo, an estimated 125,000 people visited the site in 1915.<sup>62</sup>

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<sup>57</sup> "Auto Record Along Coast," *Los Angeles Times*, May 8, 1904, B3.

<sup>58</sup> Ibid.

<sup>59</sup> "Roads for Two Hundred Miles," *Los Angeles Times*, September 1, 1907, VIII2.

<sup>60</sup> "Historic Adobe to Become a Museum," *San Diego Union*, April 8, 1910, 12.

<sup>61</sup> "Old Town Service is in Effect Today," *San Diego Union*, April 1, 1910, 11.

<sup>62</sup> Victor A. Walsh, "Una Casa del Pueblo: A Town House of Old San Diego," *The Journal of San Diego History*, Vol. 50, No. 1 (Winter/Spring 2004), [http://www.sandiegohistory.org/journal/v50-1/una\\_casa.pdf](http://www.sandiegohistory.org/journal/v50-1/una_casa.pdf), accessed August 9, 2011, 1.





By 1919, the roads to San Diego had been greatly improved and during the 1920s auto touring reached new heights. *The San Diego Union* estimated that San Diego County had approximately 50,500 registered automobiles in a population of 202,000.<sup>63</sup> In order to accommodate increasing automobile traffic the streetscapes of San Diego began to change. The city purchased traffic lights and businesses catering specifically to motorists began to emerge. In Old Town, motels, auto courts, gas stations, and garages all began to be constructed in increasing numbers. Tourist camps and



**Figure 13:** Postcard of Young's Auto Court and Café.

**Sources:** San Diego Historical Society Postcard Collection, <http://www.sandiegohistory.org/communities/oldtown/oldtown.htm>

auto courts started to line San Diego Avenue, and Taylor, Chestnut, and Congress Streets near some of Old Town's most popular attractions including: the Casa de Estudillo, the Whaley House, the Old Mission Packing Plant, the Spanish Cemetery, and the Plaza San Diego Viejo. The largest of these, Young's Auto Court was located at the corner of San Diego Avenue and Taylor Street. It spanned an entire block and contained approximately 43 individual units, separate restroom facilities, an office, and a gas station. The original Young's Auto Court has since been demolished. However, the Casa de Pico Motor Hotel, designed by Richard Requa in 1939 remains. The rooms were arranged around a central patio rather than around a central parking lot, as was common for auto courts built around the same time. The rooms had wide porches opening onto the large central patio, and all rooms had garages that automobiles entered from the rear. It was described by a 1940 article in the *Tourist Court Journal* as a "tourist court which faithfully follows the traditions of the hacienda for the early Spanish Dons."<sup>64</sup> It functioned as an auto court into the 1960s. It was acquired as part of the Old Town San Diego State Historic Park in 1968. The Casa de Pico Motor Hotel is located on Juan Street between Wallace and Mason Streets, and is now the Fiesta de Reyes complex.

During this same period, George White Marston began planning a memorial for the first European settlers of California at the original site of the presidio. Although, Marston had originally purchased the land in 1907, with Charles Kelly, John Spreckels, E.W. Scripps, and A.G. Spalding, he realized in order for his vision to be realized he needed to buy out the other investors.<sup>65</sup> Once Marston had purchased the site in its entirety he hired landscape architect and city planner, John Nolen to begin designing a public park.<sup>66</sup> Nolen advised Marston that a building should be constructed at the top of the site to fully realize his plan. With this in mind,

<sup>63</sup> "An Easy On-Day Trip," *Los Angeles Times*, November 23, 1919, VI2.

<sup>64</sup> Sean K.T. Shiraishi, "The Casa de Pico Motor Hotel," [www.parks.ca.gov/pages/663/files](http://www.parks.ca.gov/pages/663/files), accessed August 3, 2011.

<sup>65</sup> Gregg R. Hennessey, "Junipero Serra Museum Architecture, Cultural, and Urban Landmark," *Journal of San Diego History*. Vol. 25, No. 3 Summer 1979.

<sup>66</sup> *Ibid.*



Marston hired well-known local architect, William Templeton Johnson to design a museum at the top of the site. The museum was designed in the Spanish Colonial Revival style, to resemble the early missions that dominated the landscape of Southern California. The museum was completed in 1929 on Presidio Drive.

The Presidio Hills Golf Course opened in 1932, making it one of the oldest such recreational facilities in San Diego. It is located at 4136 Wallace Street along Juan Avenue adjacent to Presidio Park. The golf course and driving range were popular with the guests of the nearby auto courts on Juan and San Diego Avenues. It was developed by Marston following the completion of Presidio Park.<sup>67</sup> He hired the notable golf course architect William Park Bell, who didn't design a hole over 100 yards.

As tourism increased in Old Town during this period, retail stores, especially souvenir stores, began to be constructed. For example, within the Old Town San Diego State Historic Park, at 2725 San Diego Avenue, J.U. Kellar had a curios shop in 1936.<sup>68</sup>

Restaurants and cafes opened as well to serve the increasing numbers of tourists that came to Old Town San Diego. An example of this is the Spanish Colonial Revival style restaurant at 2836 Juan Street, built in 1938. It shows up on the Sanborn map from 1940; the map indicates that it was a restaurant as it is today.<sup>69</sup> 2505 San Diego Avenue also housed a restaurant in 1932. Grocery stores also opened in increasing numbers to serve the tourists that traveled to Old Town. 2501 San Diego Avenue, which now houses a Five and Dime General Store, held a general merchandise store in 1932.

As increased tourism encouraged development, residents of Old Town began to consider other ways of maintaining the character of their community. Following the restoration of the Casa de Estudillo, a discussion advocating design restrictions for new buildings within a certain radius of the restored Casa de Estudillo began. This discussion was an early attempt at creating specific design guidelines for the community. It suggested that new buildings constructed near the Casa de Estudillo should be designed in the 'Mexican Style.'<sup>70</sup>

Old Town also began documenting its historic resources in the 1930s, shortly following the establishment of the Historic American Buildings Survey program in 1933. In 1937, the Casa de Bandini, Casa de Estudillo, and Casa de Lopez were all recorded as part of this program.

### **Associated Property Types**

Property types associated with this theme in the plan area were predominately commercial buildings. However, the Junipero Serra Museum is also associated with this theme. It was

<sup>67</sup> Shiraishi, [www.parks.ca.gov/pages/663/files/podcast](http://www.parks.ca.gov/pages/663/files/podcast), accessed August 3, 2011.

<sup>68</sup> San Diego City Directory, 1932.

<sup>69</sup> Sanborn Map, 1920 cor. 1940.

<sup>70</sup> "Old Town Plaza Advocates that Homes Built Within a Certain Radius of Ramona's Marriage Place Should be In the 'Mexican Style'," *San Diego Union*, July 5, 1910. San Diego Historical Society, Periodical Clippings, Old Town 1900-1929, Binder 237.



constructed in 1929 and is already listed as HRB Site #237. The museum is located on Presidio Drive and was designed by architect William Templeton Johnson in the Spanish Colonial Revival style. Presidio Park, which surrounds the Junipero Serra Museum, was designed by John Nolen in 1925 and was donated to the City four years later. The park includes the San Diego Presidio Site, which was designated a National Historic Landmark in 1960, and added to the National Register of Historic Places in 1966.

The commercial buildings within the plan area associated with this theme include: motels, auto courts, gas stations, garages, small retail shops, and recreational and leisure properties.

#### Commercial – Motels, Auto Courts, and Garages

Automobile touring and early tourism within Old Town greatly influenced its development in the early 1910s and 1920s. Motels, auto courts, and garages were constructed during this period to cater to the new recreational activity. The Casa de Pico Motor Hotel is located on Juan Street between Wallace and Mason Streets within the Old Town San Diego State Historic Park. It was designed by Richard Requa in 1939 and is now the Fiesta de Reyes complex. Another example is a motel located at 2360 San Diego Avenue. It consists of individual vernacular bungalows, with flat roofs, and stucco exterior walls organized around a semicircular paved parking area.

*Criteria:* San Diego Register Criteria A & C

*Evaluation of Individual Resources:* Motels, auto camps, and garages buildings may be individually significant under Criterion A as a rare surviving example of a property type that played an important role in the history of early tourism. Examples of these property types may also be eligible under Criterion C if they embody the distinctive characteristics of a style, type, period, or method of construction. These buildings will possess the character-defining features of the style they represent (See Architectural Styles in Appendix A).

Considering the fact that 2360 San Diego Avenue is one of only two remaining motels from this period and there are few remaining automobile related property types from this period remain, it may be eligible as a representative example of a motel from this period.

*Essential Factors of Integrity:* Setting, design, materials, and feeling must be retained in the evaluation under Criterion C. The use of the building may have changed and it is assumed that the general setting will have changed since the period of significance; however, the immediate setting should remain intact. For auto courts and motels the general layout of the property including its parking area should remain intact. Signage may have changed unless it was an integral component of the architecture.

#### Commercial – Sports, Recreation, and Leisure Resources

Although there is only one prime example of a sports and leisure property associated with this theme in the plan area, it is representative of the early leisure culture associated with the tourism in Old Town. The Presidio Hills Golf Course was opened to the public in 1932 and is located just



below Presidio Hill between Wallace and Mason Streets along Juan Avenue at 4136 Wallace Street. This golf course was conveniently located within walking distance of auto courts on Juan and San Diego Avenues and later incorporated the Casa de Carrillo into its grounds. It was available for use by tourists staying at the nearby auto courts in Old Town, such as the Casa de Pico Motor Hotel.

*Criteria:* San Diego Register Criteria A & C

*Evaluation of Individual Resources:* Sports and recreational facilities may be individually significant under Criterion A as a rare surviving example of a property type that played an important role in the history of early tourism. Examples of these property types may also be eligible under Criterion C, if they embody the distinctive characteristics of a style, type, period, or method of construction. Good examples of sports and recreational facilities will reflect their original use, and layout from the era in which they were constructed. Considering the fact that few recreational and leisure properties remain within the plan area, even representative examples may qualify. In this case the landscaped grounds and the associated buildings should be evaluated together as a single resource.

*Essential Factors of Integrity:* Setting, design, materials, and feeling must be retained in the evaluation under Criterion C. The use is significant to this property and should remain the same as it was historically. However it is assumed that the general setting will have changed since the period of significance; although, the immediate setting should remain intact. In the case of the Presidio Hills Golf Course, and similar sports facilities, the property's designed landscape is a character-defining feature and must be strongly present in the evaluation of integrity under Criterion C.

### Commercial – Retail Stores, Restaurants, and Grocery Stores

Although, few commercial buildings were constructed within Old Town during this period there are a couple remaining examples. These buildings are typically small, one-story, wood-framed buildings, sheathed in either clapboard siding or smooth stucco with Western False Front or Mission Revival influences. The majority of the surviving examples of this type is concentrated near Old Town's original core and interspersed along San Diego Avenue and Harney Street. They can be generally described as early 20<sup>th</sup> century commercial buildings; they include restaurants and souvenir shops that opened in response to the increasing number of tourists visiting the area. Good examples of this type of resource can be found at 2836 Juan Street, built in 1938 as a restaurant. An example of a grocery store that served tourists during this period is located at 2501 San Diego Avenue, which was a general merchandise store in 1932.



**Figure 14:** 2501 San Diego Avenue





*Criteria:* San Diego Register Criterion C

*Evaluation of Individual Resources:* Commercial buildings may be individually significant under Criterion C if they embody the distinctive characteristics of a style, type, period, or method of construction. These buildings will possess the character-defining features of the style they represent (See Architectural Styles in Appendix A). Considering the fact that few commercial buildings remain from this period even representative examples types and styles may qualify.

*Essential Factors of Integrity:* Under Criterion C, setting, design, materials, and feeling must be retained in the evaluation. In both cases, the use of the building may have changed. It is assumed that the general setting will have changed since the period of significance; however, the immediate setting should remain intact. Signage may have changed unless it was an integral component of the architecture.

**Phase 2: Preservation and Tourism in Old Town (1950-1970)**

Interest in preserving Old Town’s historic past was put on hold leading up to and during World War II. However, following the end of the War, a renewed interest in Old Town’s historic sites re-emerged. From 1956 to 1969 restoration activities within Old Town boomed, five historic sites were restored including: the Whaley House in 1956, the Mason Street School in 1962, the Casa de Pedronena 1968, and the Casa de Estudillo, and the Casa de Machado-Stewart in 1969.

In addition to the restoration of buildings within Old Town previously demolished resources were reconstructed like the Casa de Lopez in 1963. Buildings were also relocated in order to avoid demolition such as the Derby-Pendleton House, constructed in 1851 which was moved to its current location in 1962. These preservation efforts preceded the creation of the National Historic Preservation Act of 1966. Between, 1968 and 1970, 28 historic buildings and sites were designated as California Historical Landmarks. The Old Town San Diego State Historic Park, created in 1968, was listed as a National Register Historic District and a California State Park in 1970. In order to preserve the character of the area, new in-fill construction was required to be constructed in the Spanish Colonial Revival style.



**Figure 15:** Derby Pendleton House during its relocation, 1962.  
**Source:** <http://sohosandiego.org/reflections/2005-3/derby.htm>

Similar to the vision John Spreckles had in the early 1900s, residents of Old Town between 1950 and 1970 saw the economic opportunity in preserving its past in order to attract tourists. Commercial development during this period catered to daytime visitors with the construction of small-scale restaurants, shops, and souvenir stands to provide tourists with opportunity to purchase gifts from their travels. In addition to new construction,



commercial development within Old Town also utilized adaptive reuse of earlier buildings to cater to the current needs of visitors.

The creation of Old Town San Diego State Historic Park in 1968 and Heritage Park in 1969 served the dual purpose of preserving and interpreting San Diego's early history and taking advantage of the growing tourism industry in the area. Old Town San Diego State Historic Park was created to preserve and interpret San Diego's history between 1821 and 1872. Heritage Park, located adjacent to Old Town, was formed for the preservation and interpretation of late 19<sup>th</sup> century buildings that were being threatened with demolition in downtown San Diego. The park contains six Victorian era residences constructed in the 1880s and 1890s as well as Temple Beth Israel, which was built in 1889 and was San Diego's first synagogue. The structures were relocated there and restored.

Tourism and interpretation of San Diego's early history continues to this day. The ever-expanding scope of the history interpreted in Old Town can be seen in the creation of the Kumeyaay Ewaa site in Presidio Park. The site is an interpretive tool built in 2005 by a Kumeyaay descendent.<sup>71</sup> The traditional house type was built in Presidio Park to highlight the presence, culture, and history of the Kumeyaay Native American group in the region, and to provide a tool for interpreting that history and culture. The structure is a recreation of a pre-contact Kumeyaay house described by Gaspar de Portola in the village of Kosa'aay in 1769. As a result of these sites and the commercial development that began in the 1950s, today tourism within Old Town remains the area's dominant industry.

### **Associated Property Types**

The primary property types associated with this period include a variety of commercial buildings including: restaurants, retail shops, motels, and gas stations, which catered to tourists. Similar to those constructed during Phase I of this theme, the majority of development continued to occur along Old Town's busiest commercial corridors including San Diego Avenue, Pacific Highway, and Taylor and Congress Streets. The development of the Old Town San Diego State Historic Park was an important development during this period; the properties associated with the park have previously been designated as historic resources and therefore were not re-evaluated for the purposes of this survey.

#### Commercial – Motels, Auto Courts and Gas Stations

The tourist industry in Old Town transitioned into full development in this period and more motels, hotels, and auto courts began to line the commercial corridors of the area. The popularity of the automobile as the preferred mode of transportation during this period was reflected by the preference in the construction of motels and auto courts over hotels. Typical motels and auto courts consisted of either a set of connected suites or individual bungalows organized around an asphalt paved parking area. An excellent later example of this property type is the Padre Trail

<sup>71</sup> Kumeyaay Information Village, "Old Town San Diego State Historic Park, Building Traditional California Indian House," <http://www.kumeyaay.info/culture/ewaa/pages/001.html>, accessed August 9, 2011.





Inn located at 4200 Taylor Street at the corner of Sunset and Taylor Streets.

*Criteria:* San Diego Register Criteria A & C

*Evaluation of Individual Resources:* Motels, auto courts, and gas stations may be individually significant under Criterion A as a rare surviving example of a property type that played an important role in the history of tourism. Examples of these property types may also be eligible under Criterion C if they embody the distinctive characteristics of a style, type, period, or method of construction. These buildings will possess the character-defining features of the style they represent (See Architectural Styles in Appendix A as well as the San Diego Modernism Historic Context Statement). Considering the fact that there were once many and now there are few, even representative examples of motels, auto courts, and gas stations from the period may qualify.

*Essential Factors of Integrity:* Setting, design, materials, and feeling must be retained in the evaluation under Criteria A and C. The use of the building may have changed and it is assumed that the general setting will have changed since the period of significance; however, the immediate setting should remain intact. For auto courts and motels the general layout of the property including its parking area should remain intact. Signage may have changed unless it was an integral component of the architecture.

#### Commercial – Retail Stores

As the tourism industry boomed during this period small retail stores catering to daytime visitors to Old Town continued to be constructed along its commercial corridors. These buildings are typically small, one to two stories in height, and sheathed in either clapboard or smooth stucco often constructed in an architectural revival style; typically Spanish Colonial Revival or Western False Front styles. This was due to enforced design guidelines established with the Old Town Planned District Ordinance (zoning ordinance). However, some retail stores were constructed in popular architectural styles from the post-war period. Most of the retail stores were constructed along San Diego Avenue, Pacific Highway, and Congress, Harney and Taylor Streets. Two examples of this property type can be found at 3941 Mason Street and 2222 San Diego Avenue.

*Criteria:* San Diego Register Criterion C

*Evaluation of Individual Resources:* Commercial buildings may be individually significant under Criterion C if they embody the distinctive characteristics of a style, type, period, or method of construction. These buildings will possess the character-defining features of the style they represent (See Architectural Styles in Appendix A as well as the San Diego Modernism Historic Context Statement).

*Essential Factors of Integrity:* Under Criterion C setting, design, materials, feeling and workmanship must be retained in the evaluation. The use of the building may have changed and it is assumed that the general setting will have changed since the period of significance; however, the immediate setting should remain intact. Signage may have changed unless it was an integral component of the architecture.



## Commercial – Restaurants



**Figure 16:** 4620 Pacific Coast Highway

As a result of the tourism industry there are numerous restaurants in the plan area. There are two typical types of restaurants within the Old Town plan area. They are either one-story freestanding buildings surrounded by surface parking lots or they are located within commercial strips that are one to two stories in height at pedestrian level. These buildings were typically constructed in the Spanish Colonial Revival style due to enforced design guidelines established with the Old Town Planned District. However, some examples remain of other styles that were popular during the post-war period. A good example of this property type can be found at 4620 Pacific Highway.

*Criteria:* San Diego Register Criterion C

*Evaluation of Individual Resources:* Restaurants may be individually significant under Criterion C if they embody the distinctive characteristics of a style, type, period, or method of construction. These buildings will possess the character-defining features of the style they represent (See Architectural Styles in Appendix A as well as the San Diego Modernism Historic Context Statement).

*Essential Factors of Integrity:* Under Criterion C setting, design, materials, feeling and workmanship must be retained in the evaluation. The use of the building may have changed and it is assumed that the general setting will have changed since the period of significance; however, the immediate setting should remain intact.

*Theme: Great Depression and World War II (1930-1945)*

Unlike most of the nation, San Diego did not immediately experience the effects of the 1929 stock market crash. The city experienced a much more gradual decline since its industrial base was still in its development stages. However in the years that immediately followed, real estate sales declined and development largely ceased. In order to generate economic development, state and federal government relief programs were created to fund a variety of infrastructure, civic, and residential construction projects in the 1930s.



**Figure 17:** FHA Demonstration House in Mesa AZ, 1936.

**Source:** National Register Bulletin: Historic Residential Suburbs p. 63.

During this period, focus shifted to the improvement of American domestic life, advocating home ownership and standardized construction practices. However, as housing construction continued to decline during the deepening depression, the



ideal of the small house took on new urgency. The 1931 President's Conference for the design of residential neighborhoods resulted in recommendations from the nation's foremost experts on how to stimulate the construction industry while improving the quality of housing for the average American family.<sup>72</sup> This goal was largely achieved by the Federal Housing Administration (FHA) established in 1934. The FHA approved properties for mortgage insurance and published construction standards for housing.

In 1936 the FHA published its first guide to efficient comfortable living, titled *Planning Small Houses*. The publication featured five house types that would provide maximum accommodation within a minimum amount of space.<sup>73</sup> By 1940, the "FHA minimum house" originally presented in the 1936 guide, had been reworked to allow for expansion and the design could be influenced by individual style preferences with the addition of gables, porches, materials, roof types, windows, and shutters. During the 1930s and 1940s the minimum house was being expressed in the Streamline Moderne and Minimal Traditional styles.

Within Old Town, the ideals of the 1930s FHA publications emerged in the development of a residential neighborhood constructed in the Minimal Traditional style, along Jackson, Sunset, and Juan Streets, located just below the San Diego Presidio Site. This development spanned Block 450 and Lot 1 of Block 449 of the original Old Town San Diego plat map. The new subdivision map was filed on January 18, 1938 at the request of land owner, George W. Marston and Percy H. Broell.<sup>74</sup> Development within these two blocks began in 1938 and continued up through 1945.

However, this was not the only new subdivision George Marston was developing within Old Town during this period. In addition to his subdivision along Jackson, Sunset, and Juan Streets, he also began developing a new subdivision to the northwest eight years earlier. This subdivision included Block 423 of the Old Town San Diego plat map, and a portion of the Hinton subdivision. This section of Marston's land was re-mapped on June 12, 1930 to accommodate the continuation of Jackson Street. This subdivision was bounded by Taylor, Whitman, Chestnut (currently Presidio Drive) and Wallace Streets.<sup>75</sup>

The latter half of the 1930s saw the continuation of the efforts in Old Town to preserve its early history. As a part of the Historic American Buildings Survey, the Casa de Bandini, Casa de Estudillo, and the Casa de Lopez were recorded in 1937. The Works Progress Administration (WPA) completed numerous projects in Old Town. WPA funds provided for the rebuilding of the Adobe Chapel of the Immaculate Conception near its original site in 1937.<sup>76</sup> WPA funding also allowed for the construction of a wall in Presidio Park, which was built to represent the

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<sup>72</sup> "Hoover Stresses Need for Easier Home Buying," *Los Angeles Times*, December 3, 1931, 1.

<sup>73</sup> "Booklets to Guide Home Building Offered," *Los Angeles Times*, June 28, 1936, E4.

<sup>74</sup> Record of Survey No. 631, Block 450 and Lot 1 of Block 449 of Old San Diego, San Diego California, January 18, 1938.

<sup>75</sup> Licensed Surveyors Map No. 409. Licensed Survey of Lots G, H, I, & J, Hinton Subdivision & Portions of Block 423 Old San Diego, San Diego California June 12, 1930.

<sup>76</sup> California Office of Historic Preservation, "California Historical Landmarks: San Diego County," [http://www.parks.ca.gov/?page\\_id=21478](http://www.parks.ca.gov/?page_id=21478) (accessed August 9, 2011).



eastern wall of the original presidio.<sup>77</sup> The agency also constructed an outlook structure at the head of the Franciscan garden and created trails and pathways within the park.<sup>78</sup>

In the mid-1930s San Diego's economy began to recover and on October 20, 1935, the city received a huge industrial economic boost when Ruben H. Fleet relocated Consolidated Aircraft to the Midway area, just southwest of Old Town. Fleet came to San Diego with \$9 million in unfilled orders and 800 employees.<sup>79</sup> Shortly after the company's relocation, Consolidated Aircraft received one of its largest contracts from the Navy for 60 twin-engine PBV-1 patrol bombers.<sup>80</sup> As the Great Depression came to a close Consolidated Aircraft had 9,000 employees and by 1941 its workforce had jumped to 25,000 when the U.S. entered World War II.<sup>81</sup>

Following the bombing of Pearl Harbor on December 7, 1941, military bases along the Pacific Coast became prime strategic locations for the Pacific fleets. Between the recruitment of military personnel and defense contract workers, the population of San Diego soared. From 1940 through the summer of 1943, San Diego's growth far surpassed its ability to provide housing and services for thousands of defense workers.<sup>82</sup> This increase in population impacted everything from housing, to transportation and schools.



**Figure 18:** Old trolley cars at the foot of Presidio Hill serving as temporary housing.

**Source:** <http://www.sandiegohistory.org/journal/93spring/suburbs.htm>

Within Old Town, during this period, circulation patterns were transformed to accommodate the construction of La Jolla Avenue (currently part of San Diego Avenue) and the Pacific Highway expansion, which resulted in the closure and remapping of a variety of Old Town's original streets and subdivision blocks.<sup>83</sup>

The City attempted to assist in the search for homes by developing a Defense Housing Commission, which listed available vacancies

within the area.<sup>84</sup> The City also lifted ordinances against rooming houses in residential zones, but

<sup>77</sup> James Mills, "A Spanish Wall," *The Journal of San Diego History* Vol. 2, No. 3 (July 1956), <http://www.sandiegohistory.org/journal/56july/wall.htm> (accessed August 9, 2011).

<sup>78</sup> Thomas L. Scharf, ed. "Presidio Park: A Statement of George W. Marston in 1942," *The Journal of San Diego History* Vol. 32, No. 2 (Spring 1986), <http://www.sandiegohistory.org/journal/86spring/presidio.htm> (accessed August 9, 2011).

<sup>79</sup> William Wagner. *Ryan, The Aviator: Being the Adventures and Ventures of Pioneer airman and Businessman, T. Claude Ryan*. (New York: McGraw-Hill, 1971), 182-183.

<sup>80</sup> *Ibid*, 185.

<sup>81</sup> Mike Davis, Kelly Mayhew and Jim Miller. *Under the Perfect Sun: The San Diego Tourists Never See*. (New York: The New Press, 2003).

<sup>82</sup> Mary Taschner, "Boomerang Boom: San Diego 1941-1942," *Journal of San Diego History*. Volume 28, Number 1. (Winter, 1982), <http://www.sandiegohistory.org/journal/82winter/boom.htm>; accessed April 1, 2010.

<sup>83</sup> Record of Survey Map No. 752, July 31, 1939; Record of Survey Map No. 929, June 13, 1941; Record of Survey Map 1799, April 22, 1943; Old San Diego, San Diego California.

<sup>84</sup> *Ibid*.



nothing could meet the continuous immigration of defense workers. Soon military and defense workers began to seek housing in Old Town due to its close proximity to the Midway area. Existing housing within the Old Town San Diego Community Plan Area had already become filled to capacity like most of San Diego. In an effort to provide temporary housing, old trolley cars were relocated to a vacant lot within Old Town, along Juan and present-day Taylor Streets. Auto-camps previously used for traveling motorists within Old Town also began to be utilized as temporary housing and the U.S. Navy took possession of the former Mrs. Hubbel's Western Bakery buildings, to aid in housing military operations and personnel.<sup>85</sup>

Finally, in 1940, the Federal government passed the Lanham Act, which appropriated \$150 million to the Federal Works Agency to provide massive amounts of housing in congested defense industry centers. The development of defense housing units within the city would be located in undeveloped areas both east and north of the city's downtown.<sup>86</sup>

Between 1940 and 1942 two smaller subdivisions were developed within Old Town. One was located just north of Taylor Street, along Juan and Gains Streets, and the other consisted of a section of government housing projects constructed along Calhoun and Juan Streets between Harney and Mason Streets. However, both areas have since been redeveloped with few buildings remaining from this period.<sup>87</sup>

### **Associated Property Types**

According to Sanborn maps, property types associated with this theme include the adaptive re-use of tourist motor courts, auto courts, and even old trolley cars as temporary housing for the influx in defense and military personnel. However no examples of this type of temporary housing remain. In addition to temporary residential accommodations, permanent single-family residences were constructed. A concentrated pocket of single-family residences constructed during this time is still present just below Presidio Hill. The only industrial development within Old Town during this period was the construction of Mrs. Hubbel's Bakery located along Pacific Highway.

### Residential - Single-family Residences

The single-family residences constructed during this period are concentrated below Presidio Park along Sunset, Mason, Twiggs and Jefferson Streets. The majority of the homes were designed in the Minimal Traditional style with a few constructed in the Spanish Colonial Revival style. These residences tend to be one story to one and half stories in height depending on grading with moderate setbacks and landscaped front yards. Good examples of this property type can be found along the 2600 block of Sunset Street.

### *Criteria: San Diego Register Criteria B & C*

<sup>85</sup> Sanborn 1940 cor. 1945.

<sup>86</sup> *San Diego Modernism Context Statement*, 33.

<sup>87</sup> Subdivided Lands, City of San Diego Map 1900-1942. Historical Planning Maps, City of San Diego. <http://www.sandiego.gov/city-clerk/inforecords/historicalmaps.shtml>; accessed January 15, 2011.





**Figure 19:** 4119-21 Mason Street

*Evaluation of Individual Resources:* Single-family residences may be individually significant under Criterion B if they were the homes of persons significant in local history. Single-family residences may also be eligible under Criterion C if they embody the distinctive characteristics of a style, type, period, or method of construction. These buildings will possess the character-defining features of the style it represents (see the Architectural Styles in Appendix A).

*Evaluation of Historic Districts:* A contiguous grouping of similar single-family residences from this period may be eligible for listing as a historic district under Criteria A-E. Once a district has been listed individual buildings may qualify as contributors under Criterion F. A contributing building should reflect the architectural style and form that it would have possessed at the time of construction. Historic districts must retain a substantial majority of buildings dating from the period of significance and collectively reflect a particular style or period.

*Essential Factors of Integrity:* Setting, location, feeling, and association must be strongly present. A contributing building to a historic district should reflect the architectural style and form that it would have possessed at the time of construction.

### ***Theme: Post World War II (1946-1970)***

Following World War II, San Diego experienced a continued population increase as veterans and defense workers began to permanently settle in the area. By 1950, San Diego's population had increased from 203,341 in 1940 to 334,387, creating a massive demand for permanent housing.<sup>88</sup> In response, developers began constructing large suburban tract homes along the city's outskirts. At the end of the 1940s the role of the developer had been transformed with the Housing Act of 1949. This act made it profitable for developers to construct multiple houses from stock plans rather than having the homeowner construct their own residence. The residences tended to be affordable, and modest in scale with simple floor plans.

Within Old Town, there was a surge of new development. Pockets of residential tract homes began to be constructed within the area's already existing housing developments. These homes were similar to the outlying suburban developments in their repetitive style however they were constructed on a smaller scale and varied between single- and multi-family residential units. Examples of this type of post-war housing can be seen along the 2200 block of Congress Street and the 2600 block of Juan Street.

<sup>88</sup> Oscar Kaplan, "A Housing Report on the San Diego Metropolitan Area," prepared for the San Diego Chamber of Commerce, August 1952.



As the 1940s came to a close the popularity of the automobile had impacted public transit to such a degree that the original San Diego Electric Railroad discontinued its trolley service on April 24, 1949 and two years later the San Diego & Arizona Eastern Railroad followed suit.<sup>89</sup> The 1950s ignited a production boom for automakers; this in conjunction with the development of a comprehensive highway system transformed the landscape of San Diego. The construction of the Camino Del Rio, Interstate 5, and Interstate 8 created rigid geographic boundaries between Old Town and the communities to the north and southeast.

### **Associated Property Types**

The San Diego Modernism Historic Context Statement was prepared in 2007. It should be used in the evaluation of property types from the post-war period. Property types associated with this theme consist of single- and multi-family residences constructed to house returning veterans taking advantage of federal housing programs. Similar to previous periods, commercial, and industrial development was almost stagnant within Old Town, as previously constructed buildings continued to be re-used for new uses. However, institutional buildings began to be constructed in the plan area. In 1951 Caltrans constructed its new district headquarters on the former site of the Old Mission Olive Works plant.

#### Institutional – Government Buildings



One institutional building was constructed during this period; it was the District 11 headquarters for Caltrans. The building is two-stories in height and was designed in the Mid-Century Modern style. The building is located at 4075 Taylor Street, and was determined eligible for the National and California Registers in March 2011. The Mid-Century Modern style is discussed further in the San Diego Modernism Context Statement.

**Figure 20:** 4075 Taylor Street

#### *Criteria:* San Diego Register Criterion C

*Evaluation of Individual Resources:* Institutional buildings may be individually significant under Criterion C if they embody the distinctive characteristics of a style, type, period, or method of construction. These buildings will possess the character-defining features of the style they represent (see the Architectural Styles in Appendix A as well as the San Diego Modernism Historic Context Statement). To be eligible, they should also be important examples of their type

<sup>89</sup> Holle, <http://www.sandiegohistory.org/journal/2002-1/holle.htm>; accessed April 1, 2010.



and clearly reflect the era in which they were constructed. The use of the building may have changed.

*Essential Factors of Integrity:* Setting, design, materials, and workmanship must be strongly present in the evaluation of integrity under Criterion C.

### Residential - Single-family Residences

Single-family residences constructed during this period are mostly one-story in height and can be described as Minimal Traditional or Ranch style. Examples of these house types are located along the 2200 block of Congress Street. Both of these house types are discussed further in the San Diego Modernism Context Statement.

*Criteria:* San Diego Register Criteria B & C

*Evaluation of Individual Resources:* Single-family residences may be individually significant under Criterion B if they were the homes of persons significant in local history. Single-family residences may also be eligible under Criterion C if they embody the distinctive characteristics of a style, type, period, or method of construction. These buildings will possess the character-defining features of the style it represents (see the Architectural Styles in Appendix A as well as the San Diego Modernism Historic Context Statement).

*Evaluation of Historic Districts:* A contiguous grouping of similar single-family residences from this period may be eligible for listing as a historic district under Criteria A-E. Once a district has been listed, individual buildings may qualify as contributors under Criterion F. A contributing building should reflect the architectural style and form that it would have possessed at the time of construction. Historic districts must retain a substantial majority of buildings dating from the period of significance and collectively reflect a particular style or period.

*Essential Factors of Integrity:* Setting, location, feeling, and association must be strongly present. A contributing building to a historic district should reflect the architectural style and form that it would have possessed at the time of construction.

### Residential – Multi-family Residences

The post-war period was marked by the construction of an increasing number of apartment buildings. This was largely in response to the overall housing shortage that created a need for higher density to accommodate the influx of new residents. Multi-family residences in the plan area do not represent a particular type. They generally range from two to eight units and one to two stories in height. A few exhibit the characteristics of the Minimal Traditional style. Examples are located along Juan Street between Mason, Twigg, and Sunset Streets. Multi-family housing from this period is discussed further in the *San Diego Modernism Context Statement*.

*Criteria:* San Diego Register Criterion C



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*Evaluation of Individual Resources:* Multi-family properties may be individually significant under Criterion C if they embody the distinctive characteristics of a style, type, period, or method of construction. These buildings will possess the character-defining features of the style they represent (see the Architectural Styles in Appendix A as well as the San Diego Modernism Historic Context Statement). To be eligible, they should also be important examples of their type and clearly reflect the era in which they were constructed. Individual units located on a single parcel should be evaluated as a single resource.

*Evaluation of Historic Districts:* A contiguous grouping of similar single-family residences from this period may be eligible for listing as a historic district under Criteria A-E. Once a district has been listed, individual buildings may qualify as contributors under Criterion F. A contributing building should reflect the architectural style and form that it would have possessed at the time of construction. Historic districts must retain a substantial majority of buildings dating from the period of significance and collectively reflect a particular style.

*Essential Factors of Integrity:* Setting, design, materials, and workmanship must be strongly present in the evaluation of integrity under Criterion C.

DRAFT



## Survey Results

The survey focused on built resources within the Old Town San Diego Community Plan Area constructed before 1970 that have not been previously identified or designated as historic resources. Based on these criteria, the project team recorded a total of 143 properties. Information, such as physical characteristics, alterations, and integrity level, was entered in the City's Access database. Additionally, each surveyed property was evaluated using the City's local designation criteria and assigned a California Historical Resource Status Code.

### Previously Identified Resources

To inform the context statement, the project team compiled a list of previously identified resources. In addition to the Access database, the City gave the project team a list of properties designated by the San Diego Historical Resources Board. Based on these two sources, as well as independent research in state and national databases, the project team concluded that the survey area contains 37 properties that were identified and designated as historic resources before the start of this project. Some of these resources are designated at the local level only, while others are designated at the state and/or national levels, as well. Some are part of the Old Town San Diego State Historic Park; others are individually listed sites or buildings. Following is a summary of designated resources. They are grouped by type and/or location and organized by applicable status codes:

#### *Built Resources and Historic Sites within the Old Town San Diego State Historic Park District:*

Address	APN	Historic Name	Year Built	Status Code(s)
3960 Mason St.	4426101600	Old Town San Diego Historic State Park	1821-1846; 1846-1869	1S; 5S1
4000 Mason St.	4426101600	Casa de Estudillo	1828	1S; 5D1
2660 Calhoun St.	4426101600	Casa de Bandini	1829	1CS; 5D1
2616 San Diego Ave.	4426101600	Casa de Pedmorena	1869	1CS; 5D1
2724 Congress St.	4426101600	Casa de Machado-Stewart	1830	1CS; 5D1
2741 San Diego Ave.	4426101600	Casa de Machado-Silvas	1835	1CS; 5D1
3966 Mason St.	4426101600	Mason Street School	1865	1CS; 5D1
Twiggs St. and Congress St.	4426101600	Casa de Cota Site	c. 1830	1CS; 5D1
2729 San Diego Ave.	4426101600	The Exchange Hotel	c. 1850	1CS; 5D1
4010 Twiggs St.	4426101200	St. Joseph's Rectory/Old Town Convent	1908	5S1
4010 Twiggs St.	4426101200	Casa de Augirre Site	c. 1850	5S1
Calhoun St.	4426101600	Congress Hall Site	c. 1860	5D1

#### *Built Resources outside the Old Town San Diego State Historic Park District:*

Address	APN	Historic Name	Year Built	Status Code(s)
Heritage Park	N/A	Temple Beth Israel	1889	1S; 5S1





3971 Conde St.	4435132000	Chapel of the Immaculate Conception	1850	1CS; 5S1
2482 San Diego Ave.	4435112800	Derby-Pendleton House	1851	1CS; 5S1
2482 San Diego Ave.	4435112800	Whaley House	1856	1CS; 5S1
3890 Twiggs St.	4425706900	Casa de Lopez	1835	1CS; 5S1
4136 Wallace St.	4425200800	Casa de Carrillo	1810	1CS
Heritage Park	4433403400	Sherman-Gilbert House	1887	5S1
2515 San Diego Ave.	4426102300	Gatewood House	1873	5S1
4115 Twiggs St.	4426220300	Robert and Lulu Bolam House	1925	5S1
2525 San Diego Ave.	4426102100	Rudolph Schiller Photographic Gallery	1869	5S1
Heritage Park	N/A	McConaughy House	1887	5S1
Presidio Park	4446711000	Junipero Serra Museum	1929	5S1

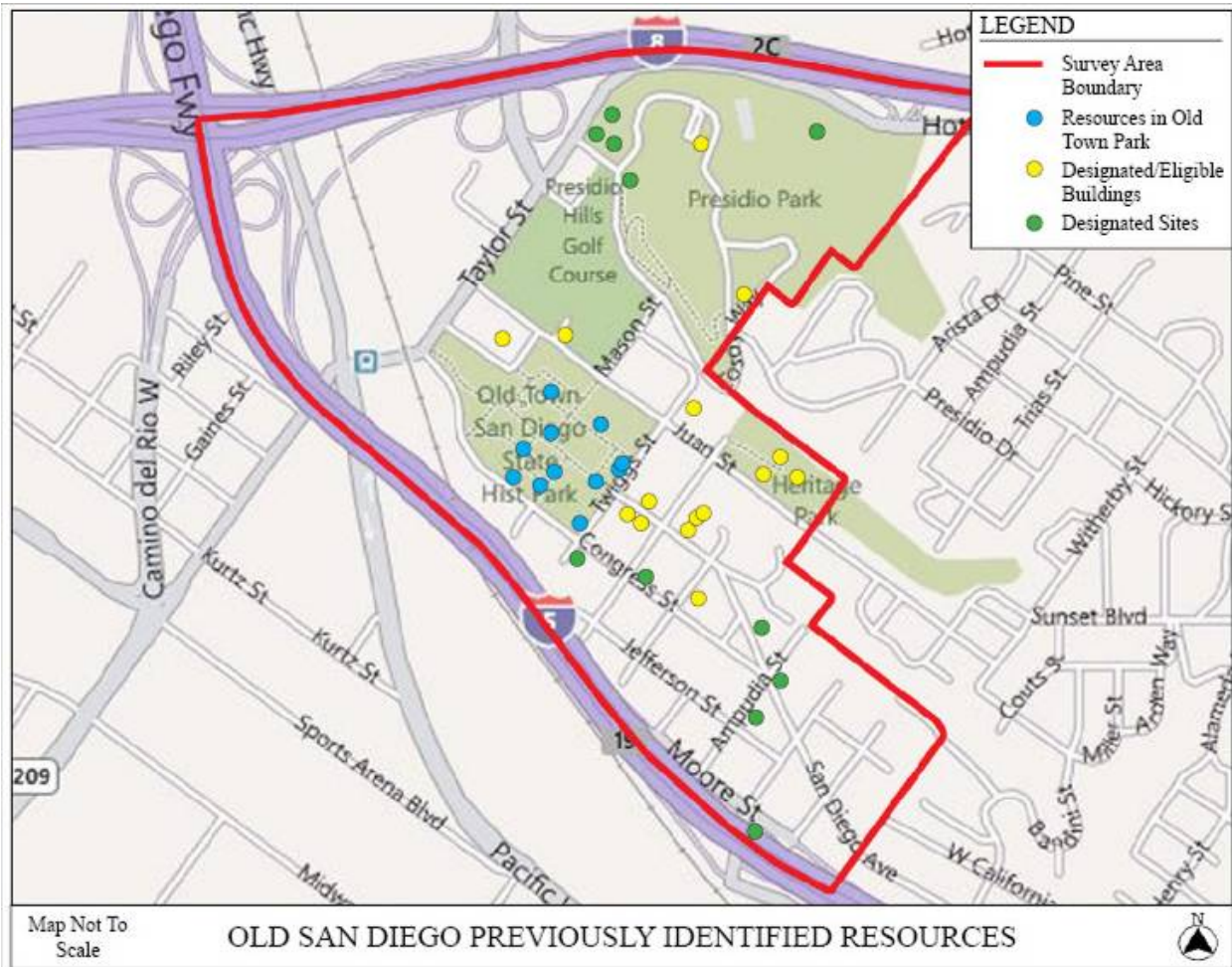
*Historic Sites outside the Old Town San Diego State Historic Park District:*

Presidio Park	4425200700	Presidio of San Diego Site	1769	1S; 5S1
Presidio Park	4425200700	Presidio Excavation Site	N/A	1S; 5S1
2390 San Diego Ave.	4435133800	Old Spanish Cemetery	1840	1CS; 5S1
Presidio Park	4425200700	Serra Palm	N/A	1CS; 5S1
Presidio Park	4425200700	Derby Dike Site	1851	1CS; 5S1
3919 Twiggs St.	N/A	Emmet House Site	c. 1865	5S1
3940 Harney St.	N/A	Gila House Site	1850	5S1
Presidio Park	4425200700	Fort Stockton	1838	5S1
Taylor St.	N/A	Franciscan Garden Site	1769	5S1
Trias St.	N/A	San Pasqual Grave Site	N/A	5S1
2360-2376 San Diego Ave.	4435133100; 4435133200; 4435133000	Cobblestone Jail Site <sup>90</sup>	1851	5S1
Ampudia St.	N/A	Protestant Cemetery Site	N/A	5S1
4301 Taylor St.	4425200700	Presidio Park	N/A	5S1

In addition to the designated resources, one resource was identified in March of 2011 as a state-owned property that appears eligible for listing on the National and/or California Register:

Address	APN	Historic Name	Year Built	Status Code(s)
4075 Taylor St.	4423600500; 4424630100	California Department of Transportation District 11 Building	1952	4CM

<sup>90</sup> City database lists two addresses and three APN's as the Cobblestone Jail Site, so all known identifiers are listed here.



**Figure 21:** Map of previously identified resources. **Source:** Bing Maps and Galvin Preservation Associates.



## Potential Historic Districts

The survey identified one potential historic district, which appears to be eligible for local listing under the City’s designation criteria. Specifically, the district appears eligible under criteria C and F. Following is a description of the potential district, a list of contributing properties, and a map defining the boundaries.

### George Marston Historic District

The George Martson Historic District is an intact grouping of single- and multi-family residences located north of Juan Street and east of the Presidio Hills Golf Course. The potential district appears to be eligible under San Diego criteria C and F. It consists of approximately 24 contributing parcels and one non-contributing parcel. The contributing parcels include residences designed in the Minimal Traditional and Ranch styles. The period of significance for the district extends from 1938 to 1955, the period in which the district was subdivided and the contributing parcels were developed. It is significant under the *Great Depression and World War II* and *Post-World War II* themes, as outlined in the context statement.

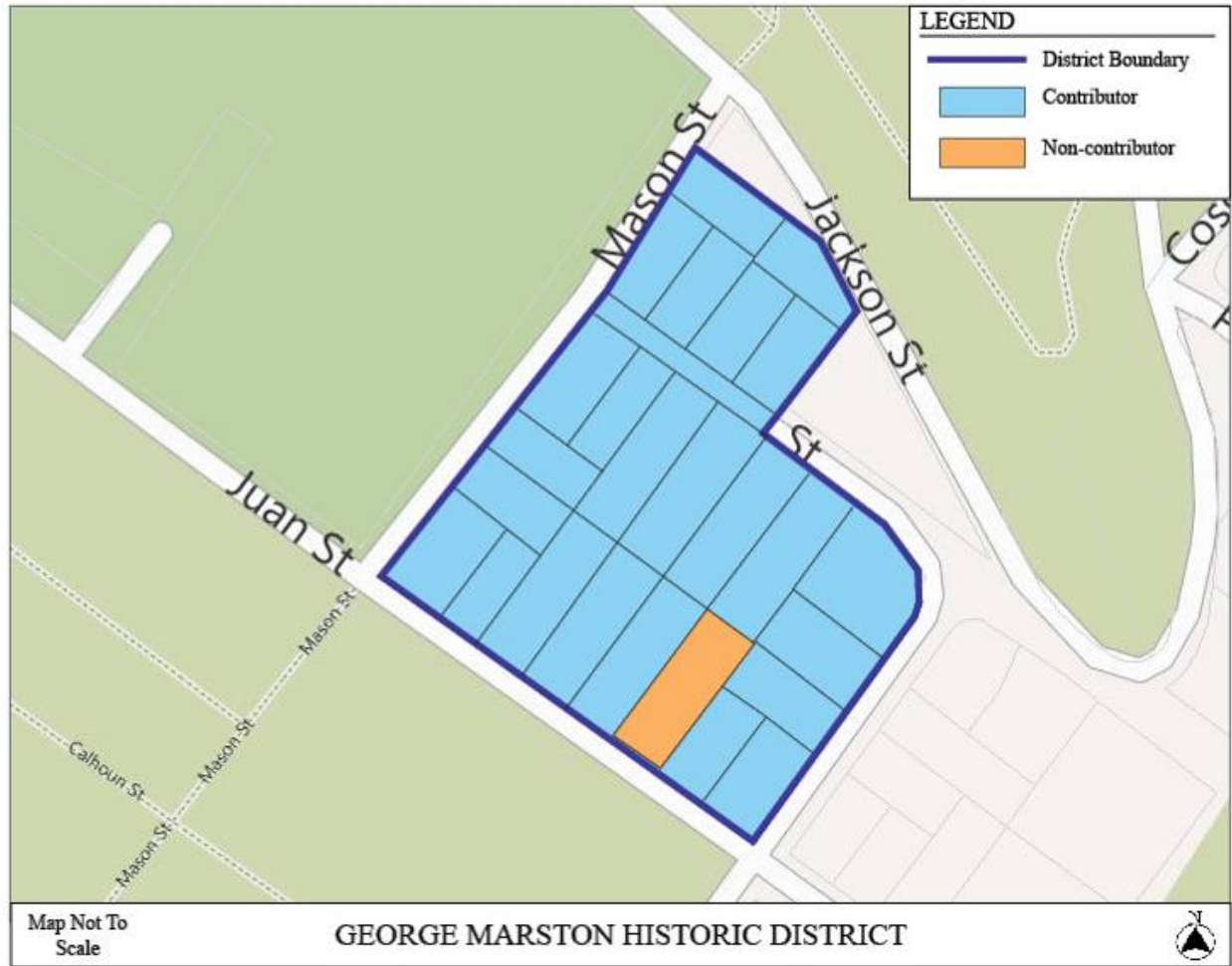
#### *District Contributors:*

Address	APN	Style	Year Built	Status Code(s)
2641 Jackson Street	4426610300	Minimal Traditional	1938	5D3
2606 Juan Street	4426621100	Minimal Traditional	1948	5D3
2612 Juan Street	4426621200	Tract Ranch	1948	5D3
2628 Juan Street	4426621400	Tract Ranch	1948	5D3
2634 Juan Street	4426621500	Minimal Traditional	1948	5D3
2646 Juan Street	4426621600	Tract Ranch	1948	5D3
2654 Juan Street	4426621800	Minimal Traditional	1948	5D3
2664 Juan Street	4426621900	Tract Ranch	1948	5D3
4119 Mason Street	4426621700	Minimal Traditional	1952	5D3
4129 Mason Street	4426620300	Tract Ranch	1941	5D3
4205 Mason Street	4426610200	Minimal Traditional	1938	5D3
2609 Sunset Street	4426620800	Tract Ranch	1942	5D3
2621 Sunset Street	4426620700	Minimal Traditional	1941	5D3
2631 Sunset Street	4426620600	Minimal Traditional	1940	5D3
2635 Sunset Street	4426620500	Tract Ranch	1955	5D3
2636 Sunset Street	4426610700	Minimal Traditional	1938	5D3
2646 Sunset Street	4426610600	Minimal Traditional	1938	5D3
2647 Sunset Street	4426620400	Minimal Traditional	1947	5D3
2655 Sunset Street	4426620200	Minimal Traditional	1950	5D3
2660 Sunset Street	4426610500	Minimal Traditional	1938	5D3
2663 Sunset Street	4426620100	Tract Ranch	1939	5D3
2664 Sunset Street	4426610400	Minimal Traditional	1939	5D3
4120 Twiggs Street	4426621000	Tract Ranch	1948	5D3
4134 Twiggs Street	4426620900	Tract Ranch	1941	5D3



*District Non-contributors:*

Address	APN	Style	Year Built	Status Code(s)
2618 Juan Street	4426621301	Post-War Mediterranean Revival	1981	6Z



**Figure 22:** Map of George Marston Historic District. **Source:** Bing Maps and Galvin Preservation Associates.





*Representative district contributors:*



2664 Juan Street



2646 Sunset Street



2664 Sunset Street



2461 Jackson Street





## Potential Conservation Areas

The survey identified one potential conservation area. A conservation area, or “neighborhood conservation overlay zone,” is a designation typically utilized in neighborhoods that do not meet local criteria for designation as a historic district, but that possess a unifying or distinctive character that the community wishes to preserve.<sup>91</sup> Conservation areas possess a strong sense of place based on physical characteristics, though not necessarily on historic fabric. As such, conservations areas preserve neighborhood character, but generally do not provide protection for historic buildings. Features often regulated by conservation areas guidelines include overall lot size, lot width at the right-of-way, front and side yard setbacks, and building height. The potential conservation area is described below and is accompanied by a map defining potential area boundaries.<sup>92</sup>

### Congress-Hortensia Conservation Area

The Congress-Hortensia Conservation Area consists of approximately 16 buildings located on eight parcels at the intersection of Congress Street and Hortensia Street. Constructed between 1952 and 1953, the buildings essentially form two modern bungalow courts. They are grouped into pairs of single-family residences fronting onto central walkways. The properties within the conservation area include:

Address	APN	Style	Year Built	Status Code(s)
2227 Congress Street	4437410700	Contemporary	1952	6L
2237 Congress Street	4437410800	Contemporary	1952	6L
2241 Congress Street	4437410900	Contemporary	1952	6L
2245 Congress Street	4437411000	Contemporary	1952	6L
2249 Congress Street	4437411100	Contemporary	1952	6L
3921 Hortensia Street	4437411400	Contemporary	1953	6L
3925 Hortensia Street	4437411300	Contemporary	1953	6L
3935 Hortensia Street	4437411200	Contemporary	1952	6L

<sup>91</sup> Potential conservation areas do not qualify for historic district designation due to poor integrity of individual properties; lack of neighborhood cohesion; and/or low ratio of contributors to non-contributors.

<sup>92</sup> Should the City decide to re-examine the application of its integrity thresholds, and appropriate rehabilitation of individual properties is undertaken, some potential conservation areas may become eligible for historic designation in the future. However, such an area would need to be re-surveyed, and contributing and noncontributing resources identified, in order to make this determination.



Figure 23: Map of Congress-Hortensia Conservation Area. Source: Bing Maps and Galvin Preservation Associates.

*Representative Photographs:*



3921 Hortensia Street



2241 Congress Street



## Potential Individual Resources

The survey identified 23 potential individual resources, which appear to be eligible for local listing under the City’s designation criteria. All of these meet the eligibility requirements set forth in the context statement under San Diego criteria A and/or C.

Map Key	Address	APN	Criteria; Reason	Year Built	Status Code(s)
1	3920 Conde Street	4437210900	C; Excellent example of a Spanish Colonial Revival style residence in the <i>Early American Development and Industrialization</i> context.	1925	5S3
2	2533 Congress Street	4425703600	C; Older residence with good integrity. Significant in the <i>Early American Development and Industrialization</i> context.	1914	5S3
3	3893 Harney Street	4437211900	C; Older residence with good integrity. Significant in the <i>Early American Development and Industrialization</i> context.	c. 1915	5S3
4	3919 Harney Street	4437211700	C; Older residence with good integrity. Significant in the <i>Early American Development and Industrialization</i> context.	1923	5S3
5	3970 Harney Street	4426102700	C; Older residence with good integrity. Significant in the <i>Early American Development and Industrialization</i> context.	1913	5S3
6	2836 Juan Street	4424900700	C; Excellent example of an early restaurant in the <i>Automobile, Early Tourism, and Preservation</i> context.	1938	5S3
7	2361 Linwood Street <sup>93</sup>	4435132900	C; Excellent example of multi-family residential development in the <i>Post World War II</i> context.	1959	5S3
8	2363 Linwood Street	4435132700	C; Excellent example of multi-family residential development in the <i>Post World War II</i> context.	1959	5S3
9	2365 Linwood Street	4435132800	C; Excellent example of multi-family residential development in the <i>Post World War II</i> context.	1959	5S3
10	2384 Linwood Street	4435112000	C; Excellent grouping of single-family residences in the <i>Early American Development and Industrialization</i> context.	Unknown	5S3
11	3941 Mason Street	4425700300	C; Excellent example of a Western False Front style commercial building in the <i>Automobile, Early Tourism, and Preservation</i> context.	1953	5S3
12	4620 Pacific Highway	4427400600	C; Rare surviving example of a Google style restaurant in the	1966	5S3

<sup>93</sup> 2361, 2363, and 2365 Linwood Street comprise one apartment complex which spans three parcels. The three parcels together constitute one resource, despite having separate addresses and APNs.



			<i>Automobile, Early Tourism, and Preservation</i> context.		
13	2266 San Diego Avenue	4437410200	C; Excellent example of a Mid-century Modern style building in the <i>Post-World War II</i> context.	1956	5S3
14	2360 San Diego Avenue <sup>94</sup>	4435133100	C; One of only two remaining auto courts in the <i>Automobile, Early Tourism, and Preservation</i> context.	1929	5S1; 5S3
15	2414 San Diego Avenue	4435132300	C; Excellent example of a Spanish Colonial Revival style restaurant in the <i>Automobile, Early Tourism, and Preservation</i> context.	1938	5S3
16	2489 San Diego Avenue	4435130200	C; Excellent example of a Spanish Colonial Revival style restaurant in the <i>Automobile, Early Tourism, and Preservation</i> context.	c. 1925	5S3
17	2501 San Diego Avenue	4426102500	C; Rare surviving example of a retail store in the <i>Early American Development and Industrialization</i> context.	c. 1925	5S3
18	2521 San Diego Avenue	4426102200	.C; Rare surviving example of a retail store in the <i>Early American Development and Industrialization</i> context.	c. 1910	5S3
19	2525 San Diego Avenue <sup>95</sup>	4426102100	C; Excellent example of an early restaurant in the <i>Automobile, Early Tourism, and Preservation</i> context.	c. 1925	5S1; 5S3
20	2548 San Diego Avenue (Immaculate Conception Church)	4426211900	C; Excellent example of a Mission Revival style church from the <i>Early American Development and Industrialization</i> context.	1917	5S3
21	4151 Taylor Street	4424900100	C; Excellent example of a Spanish Colonial Revival style restaurant in the <i>Automobile, Early Tourism, and Preservation</i> context.	1928	5S3
22	4200 Taylor Street (Padre Trail Inn)	4425101600	A and C; Excellent example of a motel in the <i>Automobile, Early Tourism, and Preservation</i> context.	c. 1961	5S3
23	4145 Twiggs Street	4426220900	C; Excellent example of a Contemporary style residence in the <i>Post World War II</i> context.	1959	5S3

<sup>94</sup> Building occupies same parcel as the Cobblestone Jail Site, which is already designated. This is why it has two status codes.

<sup>95</sup> Different building, but same address and parcel as the Rudolph Schiller Photographic Studio, which is already designated. This is why it has two status codes.



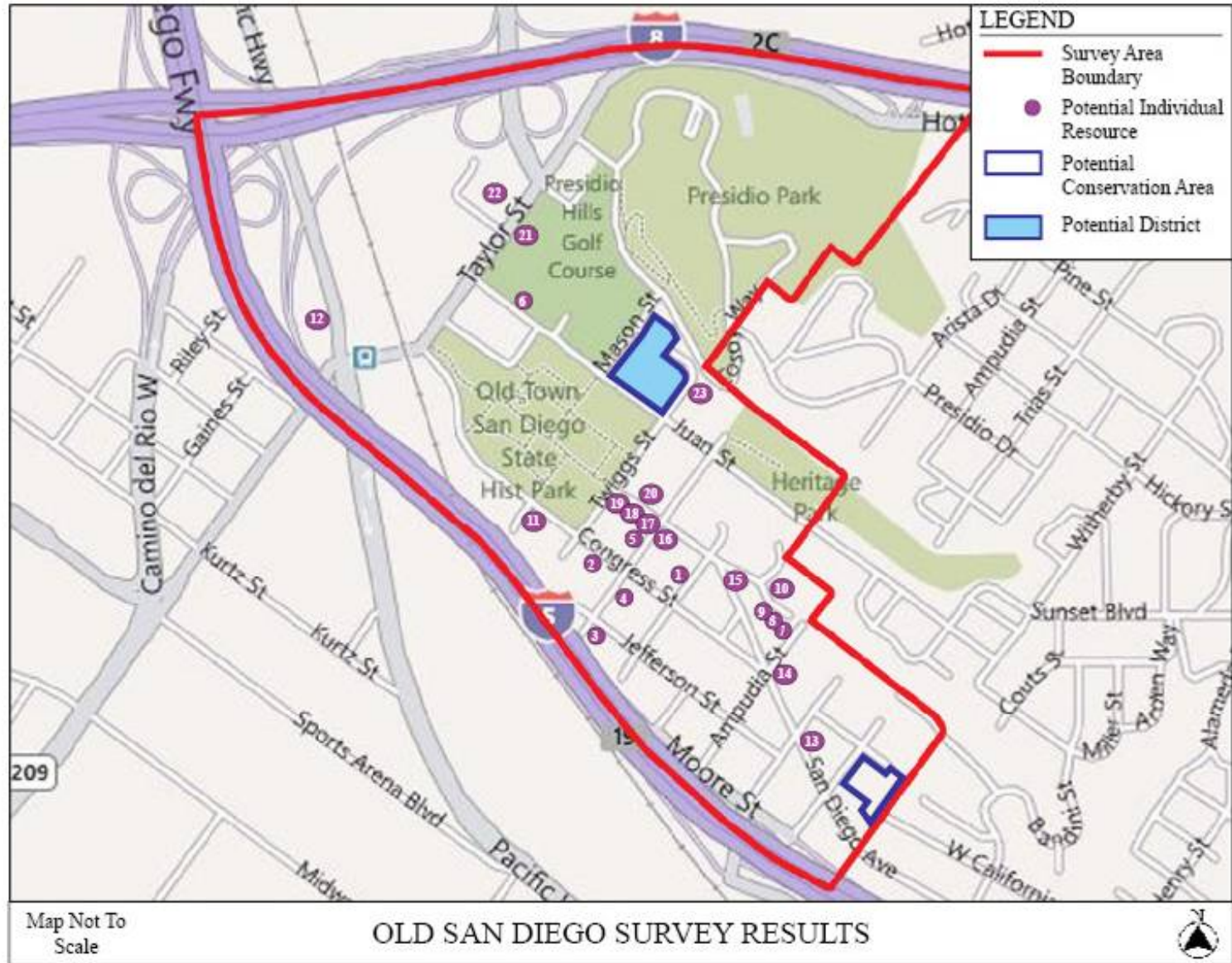


Figure 24: Map of Survey Results; Source: Bing Maps and Galvin Preservation Associates.





*Representative Photographs:*



4620 Pacific Highway



2266 San Diego Avenue



2525 San Diego Avenue



2548 San Diego Avenue



2384 Linwood Street



3941 Mason Street



2414 San Diego Avenue



4145 Twiggs Street

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## Recommendations

The following recommendations are for the ongoing identification, evaluation, and designation of historic resources within the Old Town San Diego Community Plan Area and for the revision of the applicable sections of the community plan. They are based on standard preservation practice and guidelines as outlined by the National Park Service, the State Office of Historic Preservation, and the National Trust for Historic Preservation. They are also consistent with the Historic Preservation Element in the City of San Diego General Plan.

### Update Existing Designations

The surveyors noticed that several previously designated parcels include more than one building. Typically, the parcel was designated for one of the buildings only or as a site. However, another building or buildings on the same parcel may be eligible for designation within a completely different context. It is recommended that the designations be amended to make it clear in the public record that there are multiple historic resources on the same parcel and that they may be significant within different contexts.

### Historic Districts

The survey identified one potential historic district: the George Marston Historic District. An intensive-level survey of the district is recommended. Pending results of the intensive-level survey, it is recommended that the district be brought forward for designation consistent with the Board's adopted District Policy.

### Individually Significant Properties

The survey identified several potential individually significant properties. Like the potential historic district, it is recommended that these properties be surveyed at the intensive level to determine whether or not these buildings are eligible for designation.

### Conservation Areas

The survey identified two conservation areas: Congress-Hortensia and Linwood. The Linwood Conservation Area requires further research and an intensive-level survey. It was difficult for surveyors to assess its integrity, because it is not entirely visible from the public right-of-way. At least some of the buildings on the parcel appear to be quite old, but no build date was assigned in the City's database. Additionally, they appear on the 1956 Sanborn maps, but they are not present on earlier map. The project team suspects that the buildings might have been moved from another location to this parcel at some point in time. Pending the outcome of an intensive-level survey, integrity evaluation, and additional research regarding dates of construction, possible move dates, and original owners, the area may qualify as a potential historic district and its status code changed from a 6L to a 5S3.

The Congress-Hortensia Conservation Area also requires additional research. The central issue with respect to its eligibility as a historic district is integrity. As such, the most critical research task is building permit research to determine the nature and extent of alterations to each building.



It might also reveal the name of the original architect, which would be important in establishing the area's potential architectural significance. As a conservation area, GPA recommends applying the Secretary of the Interior's Standards (Standards) to future changes to the buildings. If the Standards are applied to future changes and if some of the existing inappropriate changes are reversed, the area may qualify as a potential historic district and the buildings' status codes changed from 6L to 5D3.

## **Properties with Social or Cultural Significance**

Properties in this survey have been identified primarily as either representative of significant patterns of development in Old Town San Diego or for their architectural merit (as an excellent example of a building type or architectural style). There may be additional properties within the survey area, which possess historic significance for social or cultural reasons (such as an association with an important person or event), which cannot always be established at this survey level. Additional work with members of the community to identify and evaluate such properties for potential historic significance and future designation is recommended.

## **Design Guidelines**

As part of revising the community plan, the design guidelines should be revised to reflect current standard preservation practice. While the community may prefer limiting new construction to certain period revival architectural styles, matching or mimicking historic buildings too closely does not comply with the Secretary of the Interior's Standards. Rather, the Standards recommend that new construction be compatible with historic surroundings, while being clearly differentiated as new. This is to avoid confusion between true historic resources and new buildings designed to look old.

If the community decides to continue limiting architectural style options, those styles should be critically analyzed to determine important height, scale, and massing features, as well as decorative features. All appropriate designs should start with the appropriate height, scale, and massing for the selected architectural style. Designs that rely on stylistic surface ornament only should not be considered appropriate.

General design guidelines requiring the use of specific architectural styles should not be applied to historic districts or individual resources with other established architectural styles. For example, the general design guidelines should not be applied to the George Marston Historic District. Doing so might translate into the addition of period revival features to Minimal Traditional or Ranch buildings. This would not be consistent with the Standards, and it would impact the district's integrity.





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**Appendix A**

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## Architectural Style Guide

The architectural character of the Old Town San Diego Community Plan Area reflects the fact that it was heavily influenced by design guidelines following the designation of the Old Town San Diego Historic District (the District) and the establishment of the Old Town Planned District Ordinance. Commercial and residential development located within and immediately adjacent to the District tends to be constructed in the Spanish Colonial Revival or Early 20<sup>th</sup> Century Commercial styles, regardless of their date of construction. While development located outside of the District tends to reflect more of the architectural styles popular at the time of construction. The majority of the residences located outside of the District constructed between 1900-1930 can be described as Craftsman bungalows. Commercial buildings were designed in the styles common during the period including Spanish Colonial Revival. Although, the majority of development within the plan area was predominately stagnant during the Great Depression and up through World War II, a small development of single-family residences constructed in the Minimal Traditional style emerged just below Presidio Hill. This was the only contiguous development constructed during this period apart from limited infill within already developed sections of the plan area. While most of the buildings following World War II, can be described as Minimal Traditional, Custom Ranch, Tract Ranch, and Late Spanish Colonial Revival, a few examples of the International Style, Googie/Futurists, and Streamlined Moderne can also be found.

The styles discussed below are those currently represented among the potential historic resources identified in the plan area. These include those styles that are prevalent in this area, or are represented by prominent examples. This typology does not establish historic significance. Rather, it describes the existing population of buildings constructed prior to 1970 in this portion of the city.



## Western False Front Commercial

Western False Front Commercial buildings are characterized by their simplistic design. This typology was popular from the late 19<sup>th</sup> century up through the early 20<sup>th</sup> century and emerged out of early business economics that desired to emphasize the primary façade of a commercial building while minimizing the overall cost of construction and design. This desire resulted in the Western False Front typology, consisting of a commercial building with a larger more ornate primary facade and minimally designed secondary facades.

The Western False Front Commercial typology first appeared in San Diego in the late 19<sup>th</sup> century. Typical examples from this period had simple rectangular plans, with front gable roofs and extending false front walls to maximize advertising space. The exterior of the buildings were typically sheathed in shiplap, clapboard, or channel dropped wood siding with some later examples constructed of brick. The primary façade was typically symmetrical in design and the entrance to the building was typically flanked by storefront windows. The secondary elevations of these buildings are either not visible from the public right of way or contain minimal ornamentation and design elements. This typology was typically only popular through the early part of the 20<sup>th</sup> Century; however, later examples of this style are present in the plan area as a result of business owners catering to the interests of tourists in the early history of Old Town.

### Character-Defining Features

#### Primary

- One or two stories in height
- Rectangular, boxy plans
- Gable roofs with extending false front walls at the primary façade
- One storefront with display windows
- Symmetrical façade design

#### Secondary

- Straight edge parapet wall.
- Minimal design elements on secondary elevations.
- Recessed entryway or full porch at primary facade



*2515 San Diego Avenue*



## **Mission Revival**

Popular in Southern California from the late 1900s through the 1920s, the Mission Revival style emerged from a conscious effort by architects to emulate the architecture of the early Spanish Missions and break with Eastern colonial influences. The style received further impetus when the Santa Fe and Southern Pacific railways adopted the style for stations and resort hotels throughout the west. The close proximity of the Old Town San Diego State Historic Park to the San Diego Presidio Site, in addition to its rich early Spanish roots, induced the construction of this style within the plan area. Similar to the Western False Front Commercial typology, later examples of this style are present within the plan area despite the styles decline in popularity in the rest of the Western United States after 1920.

The style was primarily applied to commercial, religious and public buildings with very few residential examples. There are two principle subtypes of the style; the symmetrical and asymmetrical types. Buildings constructed in this style typically have a mission-shaped dormer or roof parapet, red tile roof covering, wide overhanging open eaves, smooth stucco exterior wall cladding and a rectangular or square plan.

### **Character-Defining Features**

#### **Primary**

- Flat, gabled, or hipped roofs with mission-shaped dormer or roof parapet
- Red clay tile cladding
- Smooth or textured stucco exteriors

#### **Secondary**

- Wood-framed casement or double-hung windows, typically with divided lites
- Quatrefoil windows
- Arched colonnades, window or door openings
- Decorative grilles of wood, wrought iron, or plaster
- Decorative terra cotta or tile work
- More elaborate versions may display balconies, patios, or towers



*2548 San Diego Avenue*



## Spanish Colonial Revival

Enormously popular in Southern California from the late 1910s through the late 1930s, the Spanish Colonial Revival style emerged from a conscious effort by architects to emulate older Spanish architectural traditions, and break with Eastern colonial influences. The style attained widespread popularity throughout Southern California following the 1915 Panama-California Exposition in San Diego, designed by chief architect Bertram Grosvenor Goodhue. At the peak of its popularity, design features of other regions of the Mediterranean were often creatively incorporated, including those of Italy, France, and North Africa. Although, the Spanish Colonial Revival style was rarely seen after the late 1930s, the Old Town San Diego Community Plan Area is unique in that it contains many later examples of this architectural style. Later examples were constructed as a result of enforced architectural design guidelines that encouraged new construction to be designed in the Spanish Colonial Revival style, following the designation of the Old Town Historic District. Post-war examples of this style tend to be less ornate, and more simplistic in form, with smooth stucco cladding and clay tile cladding. The apartment complex at 2530 Juan Street is a good example of how the Spanish Colonial Revival style was executed during the post-war period.

The style was applied to a broad range of property types including commercial, residential, and institutional. Red clay tile roofs or flat roofs rimmed by parapets trimmed in red clay tile and stucco exterior cladding are the most common features. Because of the extensive vocabulary of the style, designs could be endlessly varied.

### Character-Defining Features

#### Primary

- Horizontal massing and emphasis
- Flat, gabled, or hipped roofs with red clay tiles
- Smooth or textured stucco exteriors
- Asymmetrical facades



*2836 Juan Street*

#### Secondary

- Wood-framed casement or double-hung windows, typically with divided lites
- Arched colonnades, window or door openings
- Decorative grilles of wood, wrought iron, or plaster
- Decorative terra cotta or tile work
- More elaborate versions may display balconies, patios, or towers



*2414 San Diego Avenue*





## Craftsman

The Craftsman style of architecture grew out of the late 19th century English Arts and Crafts movement. It reflected a conscious search for the supposed simplicity of a pre-industrial time when objects revealed the skill and craftsmanship of the laborer; and further, a rejection of the highly ornamental Victorian era aesthetic. The Craftsman style was most commonly applied to domestic architecture and ranged from custom-designed two-story houses to modest bungalows that were mass-produced. Craftsman style houses are characterized by their glorification of natural materials and promotion of outdoor living with a typically generous front porch. Custom-designed houses in San Diego often featured workmanship and design of high quality and represent the Craftsman style at its peak of expression. Although the bungalow has been closely associated with the Arts and Crafts movement and the Craftsman style of architecture, it refers to a type of house rather than a style of architecture.

The Craftsman bungalow became the dominant residential style in Southern California during the first two decades of the 20th century. Craftsman bungalows generally have shingled exteriors and broad front porches supported by stone, clinker brick, or stuccoed piers. Other character-defining features include low-pitched gabled roofs with wide overhanging eaves and exposed rafter tails. Examples of the Craftsman style in the Old Town San Diego Community Plan Area are limited to modest Craftsman bungalows with minimal ornamentation.

### Character-Defining Features

#### Primary

- One to two stories in height
- Building forms that respond to the site
- Low-pitched gabled roofs
- Shingled exteriors, occasionally clapboard or stucco
- Partial or full-width front porches

#### Secondary

- Overhanging eaves with exposed rafters, beams, or braces
- Stout porch piers, often of river rock or masonry
- Wood-framed windows, often grouped in multiples
- Widely proportioned front doors



*3970 Harney Street*



*3893 Harney Street*



## Minimal Traditional

Minimal Traditional style buildings reflect traditional architectural forms and eclectic styles, but generally display simpler and less extensive decorative architectural detailing of the previous Period Revival styles. Minimal Traditional houses are usually modest in scale with one level, although there are some two-story examples. Common decorative features include smaller, simple front porches, chimneys, and low pitch, shallow eave roofs. Pre-war examples reference Moderne and older styles, and usually have a detached garage. Post-war examples often integrate the garage and reflect the emerging Contemporary trends. Though sometimes employing brick or stone materials, this was the first style to typically delete these expensive treatments from the side and rear façades, reflecting the frugal times.

This style is most prevalent in residential construction, but is also common in small-scale commercial, retail, and office uses. Minimal Traditional style houses are usually clustered together, especially in 1940's residential neighborhoods, although they can also be found separately as later infill in previously developed neighborhoods of Craftsman bungalows and earlier styles. In the Old Town San Diego Community Plan Area there are a variety of multiple-family Minimal Traditional style residences just below Presidio Hill.

### Character-Defining Features

#### Primary

- Compact size, usually one story in height
- Simple floor plans with minimal corners
- Low-pitched gabled or hipped roofs with shallow overhanging eaves
- Prominent front gable
- Traditional building materials (wood siding, stucco, brick, and stone) emphasizing the street façade



*2664 Sunset Street*

#### Secondary

- Small front porches
- Simplified details of limited extent, reflecting traditional or Moderne themes
- Modestly sized wood-framed windows, occasionally one large picture window
- Detached or attached front-facing garages, frequently set back from the house



*2646 Sunset Street*



## **International Style**

The International Style was a major worldwide architectural trend during the 1920s and 30s and reflected the formative decades of Modernism prior to World War II. Although the International Style originated in Western Europe, it transcended any national or regional identity because International Style architecture made no reference to local vernaculars or traditional building forms. The style quickly migrated to the United States as architects fled from war torn Europe. In Los Angeles, immigrant architects Rudolph Schindler and Richard Neutra were instrumental in popularizing the style. The emergence of International Style architecture in San Diego came later with most examples built after 1935.

The International Style is characterized by a radical simplification of form and a complete rejection of ornament. Common features of the style include square and rectangular building footprints, simple cubic or extruded rectangular forms, horizontal bands of windows, and strong right angles. Predominant building materials include concrete, smooth stucco, brick, and, glass.

### **Character-Defining Features**

#### **Primary**

- Single or groups of rectangular masses
- Flat roofs (cantilevered slabs or parapets)
- Exterior materials including concrete, brick, and stucco
- Lack of applied ornamentation
- Asymmetrical facades

#### **Secondary**

- Horizontal bands of flush windows
- Steel sash windows, typically casement
- Windows meeting at corners



*4075 Taylor Street*



## **Futurist – Googie**

The Futurist style of Modern architecture began after World War II as Americans became entranced with technology and the Space Age. At that time, America was also being transformed by a car culture. As automobile use increased, roadside architecture evolved. It was intended to attract the consumer with bright colors, oversized lighted signage, and exaggerated forms. In short, the building was the billboard. The Futurist style was used overwhelmingly on coffee shops, gas stations, motels, restaurants, and retail buildings. The name “Googie” comes from the well-known coffee shop in Los Angeles called Googies, which was designed by renowned Modernist architect John Lautner in 1949. Futurist architecture is also referred to as “Coffee House Modern”, ”Populuxe”, “Doo-Wop”, and “Space Age”. Futurist architecture was popular throughout the 1950s and fell out of favor by the mid-60s, as America became more sophisticated in its understanding and interpretation of space travel and futurist technology.

Futurist architectural design often incorporates sharp angles, boomerang or flying saucer shapes, large expanses of glass, exposed steel structural elements, and dramatic roof overhangs. The basic form and size of Futurist buildings varies significantly from building to building. An abstract arrangement of shapes and textures is typical.

### **Character-Defining Features**

#### **Primary**

- Abstract, angular, or curved shapes
- Expressive roof forms such as upswept, butterfly, parabolic, boomerang, or folded-plate
- Assortment of exterior materials including stucco, concrete block, brick, stone, plastic, and wood siding
- Large and expansive plate glass windows

#### **Secondary**

- Bright colors
- Screen block and shadow block accents
- Thematic ornamentation including Polynesian and Space Age motifs
- Prominent signage (neon or lighted)



*4620 Pacific Highway*





## Tract Ranch

Tract Ranch houses proliferated in San Diego and other cities across the country as with the rapid growth of the suburbs. Suburban expansion meant larger lots and bigger houses with prominent attached garages and generous front and rear yards. Tract Ranch houses are characterized by rambling, single-story floor plans with low-pitched hipped or gabled roofs. The strong horizontality is accentuated by horizontal fenestration and deep roof overhangs. Exterior materials and detailing are typically traditional. Wall materials include horizontal wood siding, wood board and batten siding, stone, and brick. Roofs are generally finished with wood shingles or shakes. Tract Ranch style design variations include Storybook/Chalet style, Colonial, Contemporary, Spanish Hacienda, and Western Ranch. In general, Tract Ranch houses are relatively conservative in design with Period Revival style features including paneled wood doors, divided lite windows, and wood shutters. Ranch style tract homes include a variety of forms from relatively modest to much larger floor plans.

### Character-Defining Features

#### Primary

- Usually one story in height
- Horizontal massing and emphasis
- Low-pitched gabled roofs with wide overhanging eaves
- Traditional building materials (wood shingle roofing, wood siding, brick, stucco, and stone)



*2635 Sunset Street*

#### Secondary

- Traditional details emphasizing street façade (wood shutters, wood windows, and wide brick or stone chimneys)
- Attached carports or garages



*2612 Juan Street*





## Contemporary

Contemporary tract houses represented a growing sophistication of the residential homebuyer and an increasing public demand for housing that reflected the latest styles. They employed modern features such as interior courtyards, aluminum-framed windows, sliding-glass doors, and attached carports or garages; and flexible plans, allowing the homebuyer to customize their properties.

In addition to its use as a style for tract housing, the Contemporary style was ubiquitous in San Diego during the 1950s and 1960s for commercial buildings. These buildings display many of the same design features as Contemporary style homes, such as angular massing, varied materials, and unusual roof forms, especially on freestanding commercial buildings. Signage for street front commercial buildings in the Contemporary style was generally large, with bold freestanding letters attached to façades that were frequently lighted in order to attract passing motorists. For Contemporary buildings with private parking lots such as grocery stores, signage was frequently taller and rose above the building itself, serving as a beacon in large parking areas.

## Character-Defining Features

### Primary

- Horizontal, angular massing
- Strong roof forms including flat, gabled, shed, or butterfly, typically with wide overhanging eaves
- Non-traditional exterior finishes including vertical wood siding, concrete block, stucco, flagstone, and mullion-free glass

### Secondary

- Large windows, often steel or aluminum
- Sun shades, screens, or shadow block accents
- Distinctive triangular, parabolic, or arched forms
- “Eyebrow” overhangs on commercial buildings
- Integrated, stylized signage on commercial building



*4145 Twiggs Street*



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**Appendix B**

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*Table of All Surveyed Properties*<sup>96</sup>

NUMBER	STREET	SUFFIX	APN	YEAR BUILT	STATUS CODE
4075	TAYLOR	ST	4423600500	1952	4CM
4075	TAYLOR	ST	4424630100	1952	4CM
2641	JACKSON	ST	4426610300	1938	5D3
2606	JUAN	ST	4426621100	1948	5D3
2612	JUAN	ST	4426621200	1948	5D3
2628	JUAN	ST	4426621400	1948	5D3
2634	JUAN	ST	4426621500	1948	5D3
2646	JUAN	ST	4426621600	1948	5D3
2654	JUAN	ST	4426621800	1948	5D3
2664	JUAN	ST	4426621900	1948	5D3
4119	MASON	ST	4426621700	1952	5D3
4129	MASON	ST	4426620300	1941	5D3
4205	MASON	ST	4426610200	1938	5D3
2609	SUNSET	ST	4426620800	1942	5D3
2621	SUNSET	ST	4426620700	1941	5D3
2631	SUNSET	ST	4426620600	1940	5D3
2635	SUNSET	ST	4426620500	1955	5D3
2636	SUNSET	ST	4426610700	1938	5D3
2646	SUNSET	ST	4426610600	1938	5D3
2647	SUNSET	ST	4426620400	1947	5D3
2655	SUNSET	ST	4426620200	1950	5D3
2660	SUNSET	ST	4426610500	1938	5D3
2663	SUNSET	ST	4426620100	1939	5D3
2664	SUNSET	ST	4426610400	1939	5D3

<sup>96</sup> Circa dates were assigned to buildings for one of the following reasons: 1.) The date in the City’s database appeared to be incorrect, so surveyors assigned an estimated date; 2.) The property has multiple buildings from different periods, but only one construction date in the database. The dates were not changed in the database, because it does not allow the inclusion of “c.” to indicate that it is not factual. As a result, this table does not match the database exactly. When a circa date could not be estimated, surveyors assigned “unknown.”



NUMBER	STREET	SUFFIX	APN	YEAR BUILT	STATUS CODE
4120	TWIGGS	ST	4426621000	1948	5D3
4134	TWIGGS	ST	4426620900	1941	5D3
2360	SAN DIEGO	AV	4435133100	c. 1929 <sup>97</sup>	5S1/5S3
2525	SAN DIEGO	AV	4426102100	c. 1925 <sup>98</sup>	5S1/5S3
3920	CONDE	ST	4437210900	1925	5S3
2533	CONGRESS	ST	4425703600	1914	5S3
3893	HARNEY	ST	4437211900	1945	5S3
3919	HARNEY	ST	4437211700	1923	5S3
3970	HARNEY	ST	4426102700	1913	5S3
2836	JUAN	ST	4424900700	1938	5S3
2361	LINWOOD	ST	4435132900	1959	5S3
2363	LINWOOD	ST	4435132700	1959	5S3
2365	LINWOOD	ST	4435132800	1959	5S3
2384	LINWOOD	ST	4435112000	unknown	5S3
3941	MASON	ST	4425700300	1953	5S3
4620	PACIFIC	HY	4427400600	1966	5S3
2266	SAN DIEGO	AV	4437410200	1956	5S3
2414	SAN DIEGO	AV	4435132300	1938	5S3
2489	SAN DIEGO	AV	4435130200	c. 1925	5S3
2501	SAN DIEGO	AV	4426102500	c. 1925	5S3
2521	SAN DIEGO	AV	4426102200	c. 1910	5S3
2548	SAN DIEGO	AV	4426211900	1917	5S3
4151	TAYLOR	ST	4424900100	1928	5S3
4200	TAYLOR	ST	4425101600	c. 1961	5S3
4145	TWIGGS	ST	4426220900	1959	5S3
2237	CONGRESS	ST	4437410800	1952	6L

<sup>97</sup> This property is designated HRB Site #46, but also includes buildings that are potentially eligible. This date is an estimated date assigned by field surveyors for the buildings that have not been designated yet.

<sup>98</sup> This property is designated HRB Site #352, but also includes buildings that are potentially eligible. This date is an estimated date assigned by field surveyors for the building that has not been designated yet.



NUMBER	STREET	SUFFIX	APN	YEAR BUILT	STATUS CODE
2241	CONGRESS	ST	4437410900	1952	6L
2245	CONGRESS	ST	4437411000	1952	6L
2249	CONGRESS	ST	4437411100	1952	6L
3921	HORTENSIA	ST	4437411400	1953	6L
3925	HORTENSIA	ST	4437411300	1953	6L
3935	HORTENSIA	ST	4437411200	1952	6L
2422	LINWOOD	ST	4435112200	c. 1915	6L
3851	AMPUDIA	ST	4437215400	1933	6Z
3859	AMPUDIA	ST	4437215600	1925	6Z
3877	AMPUDIA	ST	4437215700	1964	6Z
3896	AMPUDIA	ST	4437215000	1948	6Z
3886	ARISTA	ST	4437213400	1958	6Z
3882	CONDE	ST	4437217500	1948	6Z
3912	CONDE	ST	4437211000	1955	6Z
3938	CONDE	ST	4437210700	1928	6Z
2227	CONGRESS	ST	4437410700	1952	6Z
2242	CONGRESS	ST	4435205000	1952	6Z
2244	CONGRESS	ST	4435205100	1952	6Z
2246	CONGRESS	ST	4435205200	1952	6Z
2248	CONGRESS	ST	4435205300	1952	6Z
2250	CONGRESS	ST	4435204800	1960	6Z
2251	CONGRESS	ST	4437410400	1953	6Z
2255	CONGRESS	ST	4437410300	1953	6Z
2282	CONGRESS	ST	4435204700	1952	6Z
2286	CONGRESS	ST	4435204600	1952	6Z
2288	CONGRESS	ST	4435204500	1952	6Z
2290	CONGRESS	ST	4435204400	1952	6Z
2292	CONGRESS	ST	4435204300	1952	6Z
2294	CONGRESS	ST	4435204200	1952	6Z





NUMBER	STREET	SUFFIX	APN	YEAR BUILT	STATUS CODE
2296	CONGRESS	ST	4435204100	1952	6Z
2375	CONGRESS	ST	4437213800	1923	6Z
2408	CONGRESS	ST	4435131700	1915	6Z
2410	CONGRESS	ST	4435131600	1920	6Z
2444	CONGRESS	ST	4435131900	unknown	6Z
2466	CONGRESS	ST	4435130700	1920	6Z
2467	CONGRESS	ST	4437210600	1916	6Z
2468	CONGRESS	ST	4435130900	1958	6Z
2471	CONGRESS	ST	4437210500	1945	6Z
2476	CONGRESS	ST	4435131000	1948	6Z
2515	CONGRESS	ST	4425703400	1940	6Z
2520	CONGRESS	ST	4426103000	1930	6Z
2528	CONGRESS	ST	4426101900	1946	6Z
2540	CONGRESS	ST	4426101800	1919	6Z
2609	CONGRESS	ST	4425700600	1939	6Z
2611	CONGRESS	ST	4425700500	1937	6Z
2627	CONGRESS	ST	4425700400	1922	6Z
3888	HARNEY	ST	4425705300	1959	6Z
3896	HARNEY	ST	4425702000	1920	6Z
3905	HARNEY	ST	4437211500	1924	6Z
3911	HARNEY	ST	4437211600	1945	6Z
3967	HARNEY	ST	4435131300	1929	6Z
3974	HARNEY	ST	4426102600	1953	6Z
4025	HARNEY	ST	4435112900	1935	6Z
4062	HARNEY	ST	4426211800	1950	6Z
4080	HARNEY	ST	4426210400	unknown	6Z
2340	JEFFERSON	ST	4437216300	1959	6Z
2371	JEFFERSON	ST	4437214900	1953	6Z
2377	JEFFERSON	ST	4437214800	1945	6Z



NUMBER	STREET	SUFFIX	APN	YEAR BUILT	STATUS CODE
2383	JEFFERSON	ST	4437214700	1930	6Z
2451	JEFFERSON	ST	4437212400	1920	6Z
2452	JEFFERSON	ST	4437211100	1920	6Z
2455	JEFFERSON	ST	4437212300	1956	6Z
2468	JEFFERSON	ST	4437211300	1920	6Z
2471	JEFFERSON	ST	4437212200	1953	6Z
2475	JEFFERSON	ST	4437212100	1956	6Z
2482	JEFFERSON	ST	4437211400	1940	6Z
2485	JEFFERSON	ST	4437212000	1920	6Z
2505	JEFFERSON	ST	4425707100	1959	6Z
2439	JUAN	ST	4435113600	1956	6Z
2445	JUAN	ST	4435113500	1956	6Z
2451	JUAN	ST	4435113400	1951	6Z
2544	JUAN	ST	4426221000	1927	6Z
2377	LINWOOD	ST	4435132600	unknown	6Z
3918	MASON	ST	4425705800	1956	6Z
3923	MASON	ST	4425704100	1928	6Z
2290	MOORE	ST	4437412100	1967	6Z
4745	PACIFIC	HY	4422601700	unknown	6Z
2222	SAN DIEGO	AV	4437411700	1952	6Z
2230	SAN DIEGO	AV	4437411600	1954	6Z
2244	SAN DIEGO	AV	4437411500	1968	6Z
2391	SAN DIEGO	AV	4435133600	1959	6Z
2422	SAN DIEGO	AV	4435132200	1922	6Z
2491	SAN DIEGO	AV	4435133900	1930	6Z
2502	SAN DIEGO	AV	4426210900	1966	6Z
2505	SAN DIEGO	AV	4426102400	1919	6Z
4105	TAYLOR	ST	4424900400	1963	6Z
4277	TAYLOR	ST	4425100400	1922	6Z



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NUMBER	STREET	SUFFIX	APN	YEAR BUILT	STATUS CODE
4285	TAYLOR	ST	4425100300	1951	6Z
3920	TWIGGS	ST	4425705600	1960	6Z
3927	TWIGGS	ST	4425703500	1954	6Z
3965	TWIGGS	ST	4426102000	1941	6Z
4135	TWIGGS	ST	4426220700	1958	6Z
3886	CONDE	ST	4437212500	1927	7R

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